NATIONAL PETROLEUM NEWS

Volume 44 July 30, 1952 No. 31

Service Stations Today

See Special Report, P. 63

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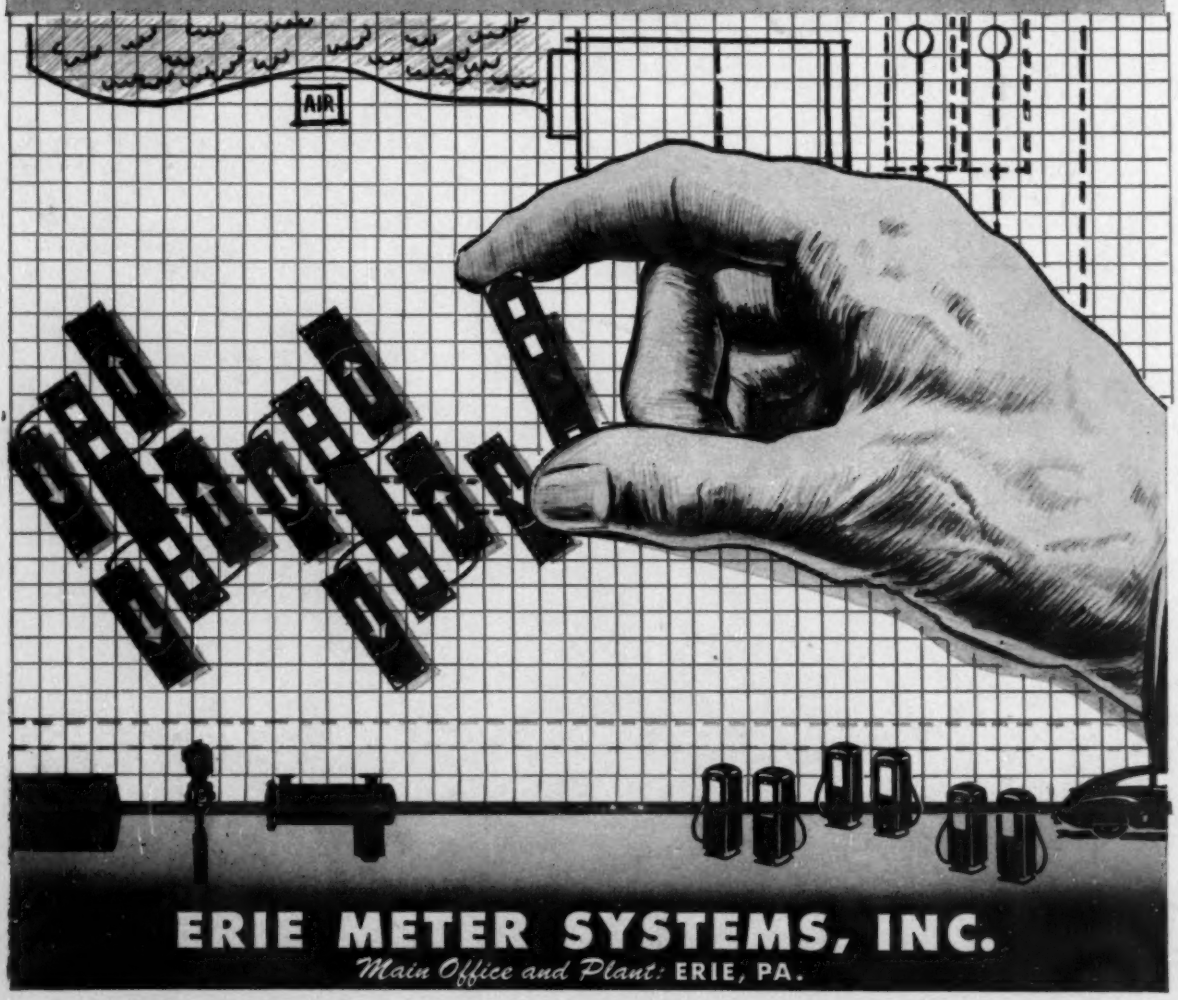

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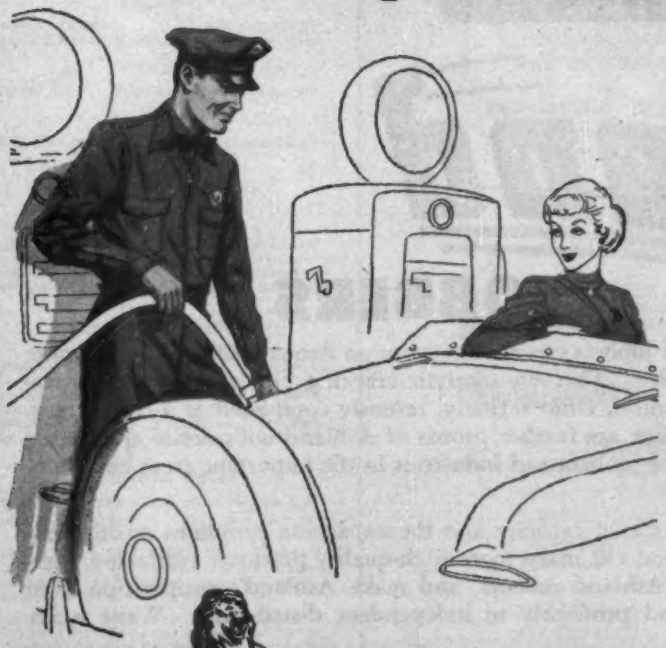

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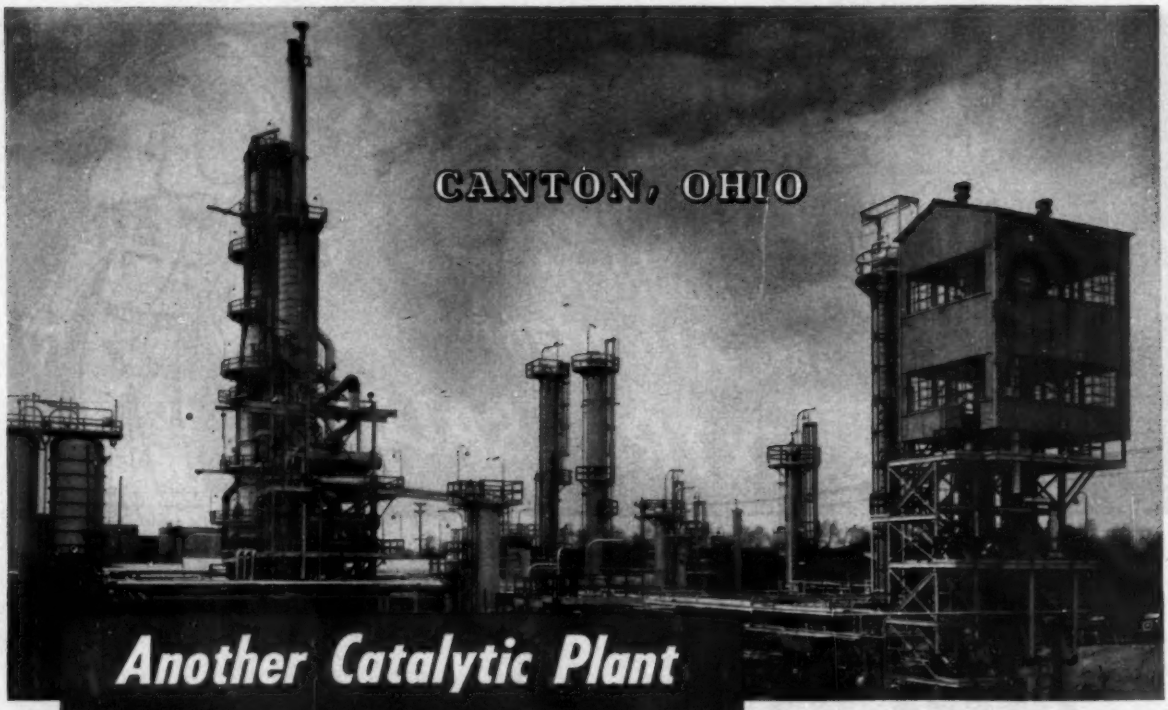

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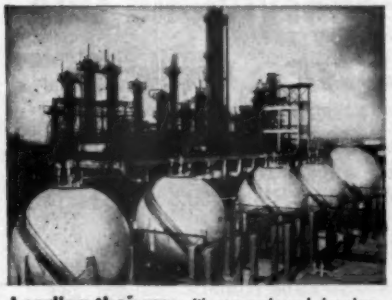

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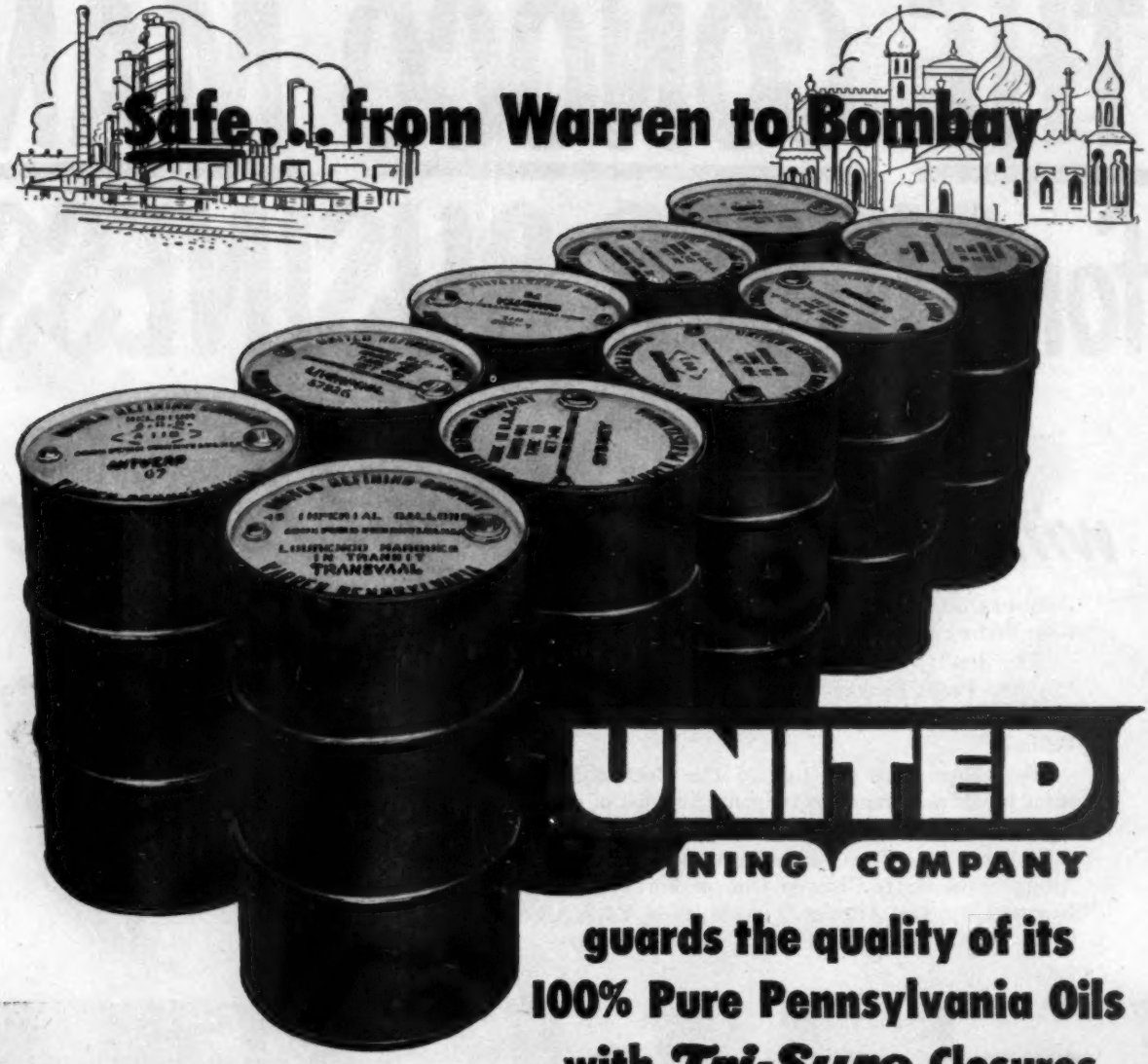

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AHEAD OF THE NEWS

EAST COAST TROUBLE—Some officials at PAD frankly believe that the industry again will be called on to undertake a voluntary supply program to alleviate shortages of heating oils on East Coast next winter, even though the weather is normal. Despite the price increase recently granted and the pledge of refiners to boost distillate yields, these officials point to the fact that distillate output suffered when the residual over-supply forced refinery cutbacks, adequate storage is still not available, tankers will be tight and—most significantly, perhaps—increased business is not being sufficiently covered by firm supply contracts.

• • •

CUSTOM OIL PACKAGING — One prominent Independent oil compounder in the Midwest is changing his operations over to the custom packaging of motor oils and greases, principally because of a recent increase in freight rates. When the rate went up, refiners and large marketers of lube oils started casting about for ways of reducing costs. One method they decided upon was to ship the oil in tank cars to the Independent compounder, or have him blend it to their specifications. In either event, the freight cost is considerably less because the oil is moving by tank car instead of by freight. The compounder has installed new equipment for high-speed filling and sealing of one- and five-quart cans.

• • •

PUMPHOUSE TO LET—When gasoline pump apparatus is removed from the service station island and placed near storage, the shell remains vacant. Its only use is to hold the dispensing nozzle and the "gas" computer. Operations men are studying ways of making the shell more useful, such as by building in cash boxes or merchandising displays. At least one West Coast operations man looks for major developments, depending on the spread of remote control.

• • •

FUEL POLICY—There is virtually no likelihood of further hearings this year by the Senate Subcommittee on National Fuels Policy. Group is headed by Senator O'Mahoney (D., Wyo.) and its authority continues on into new Congress which convenes in January. O'Mahoney is up for re-election this year and reportedly faces strong opposition. At any rate, he soon will leave for Wyoming and apparently is planning on hard campaigning. Senator, who recently underwent minor operation, undoubtedly will take extended rest once campaign is out of way. It all adds up to slight, if any, prospects for additional hearings before 1953.

NEW LUBE DROP?—Chrysler's announcement of a combined oiling system for engine and torque converter on three of its cars (see NPN July 16, p.7) prompted the observation by some in the motor oil sales field that perhaps widespread adoption of the "dual" oil system might not have much, if any, effect on motor oil sales. After all, they point out, instead of 5 quarts or so an oil change, it means 13 quarts per change. But the following analysis shows a consumption drop may result. Chrysler's own recommendation of an oil change twice a year for the dual system means a total of 26 quarts per year. Assuming a consumption factor of one quart make-up oil per 1,500 miles, this means about 6.6 quarts a year (10,000 miles). Total motor oil consumption for the year would average 32.6 quarts. This compares with NPN's 1951-52 estimate of an average of 35.4 quarts per year (see NPN July 18, p. 25), or a decrease of about 2.8 quarts per car per year. That's about an 8% drop in oil use per car, not an encouraging prospect for future motor oil ratios if the "dual" oil system idea becomes widespread.

• • •

OIL TREATY — Final agreement may be reached within a week on new U. S. Venezuelan Trade Pact, with oil duty probably slated to be dropped to 10.5c and 5.25c bbl., respectively, for light and heavy oils. Reportedly, quota provision will be eliminated. Currently, imports equal to 5% of yearly U. S. refinery runs pay tariff of 10.5c a bbl., while oil in excess of quota is taxed at 21c.

• • •

TANGIBLE RECOGNITION—Establishment of an incentive plan to encourage more active participation of local level personnel in the West Coast's public relations field program has been followed closely by OIIC. It calls for committee recognition for an individual's outstanding work. The Kentucky-Ohio-Tennessee district of the OIIC reportedly has recommended similar recognition. Carrying the idea a step further, it has suggested company recognition in the form of credit for OIIC work on the employe's record. Ultimately this might count when promotions and raises come up for consideration.

• • •

PROMOTE SAFETY FILM—A folder describing the color and sound film, "Farm Tractor Safety," which was developed by API's Agriculture Committee, will be mailed out during August to 18,000 agriculture teachers and leaders, urging advance bookings for the next school year. Thirty-four oil companies that have purchased prints will aid in their distribution.

Greatest Advancement in Fuel Dispensing in the last 20 years!

CUTS EQUIPMENT COSTS— IMPROVES DELIVERY . . . SAVES IN INSTALLATION, MATERIALS AND MAINTENANCE

Here is news of a new gasoline pump and dispensing system that should revolutionize present service station methods. It's the Tokheim Central Service System. One pump and motor, submerged in a storage tank, serves up to eight dispensing pedestals. Fuel lines lead from the tanks to the island area with short branches from the main line leading directly to the pedestals. Pumping efficiency is improved. Better station planning results. Substantial savings in equipment, fittings, excavation and maintenance are effected. Central Service System is ideal for multiple island stations. It also has many advantages for smaller stations.

TESTED 3 YEARS IN THE FIELD

Originated and developed by Tokheim engineers, Central Service System has been under test in actual field installations for three years. It has proved highly satisfactory in performance, efficient and foolproof. By pushing fuel from the storage tanks to the dispensing pedestals, the limitations of conventional suction pumps are overcome. The possibility of vapor lock is eliminated, and the distance between storage tanks and islands may be increased substantially.

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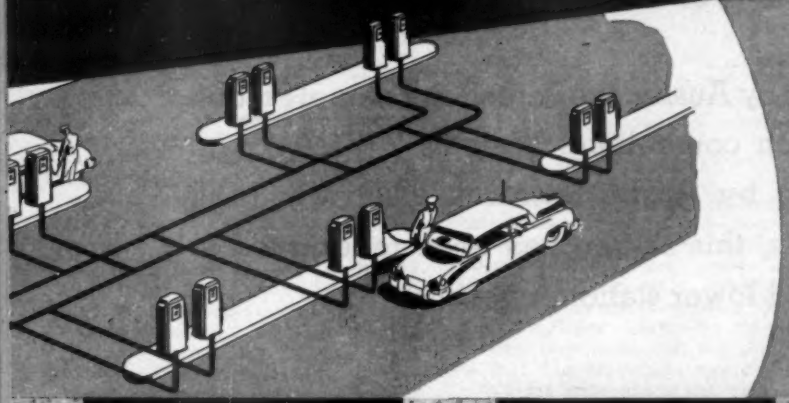
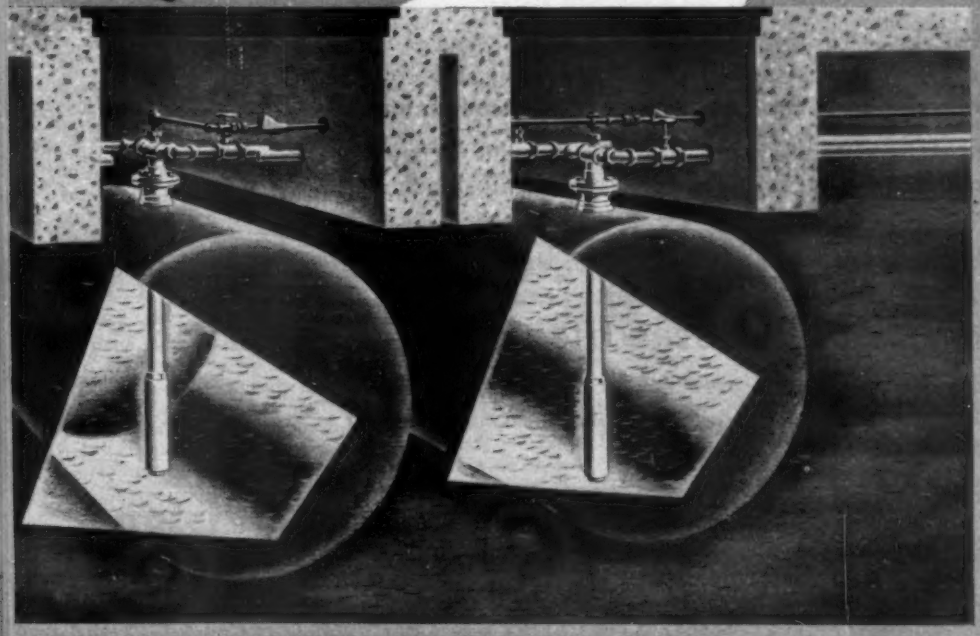


AN ENGINEERING TRIUMPH!

Pumping unit of the Central Service System "pushes" fuel from the storage tank to island pedestals. Pedestals served by the same pump may be operated individually, or simultaneously without materially affecting delivery. An ingenious hydraulic valve control unit eliminates pressure in the nozzle, hose and pedestal when pedestal is not in use. It keeps the system fully primed and relieves expansion due to atmospheric changes. The unit also contains a strainer screen.



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1952

Chapman Misses Boat in Ending PAD's Setup to Handle World Supply Problems

By Andrew R. Patla, *Washington Editor*

It begins to look as though Interior Secretary Chapman is not going to get very much "mileage" from his recent termination of the plan of action under which the oil industry was taking voluntary measures to overcome Iran-caused supply problems among friendly foreign nations.

In his attempt to beat the Justice Department to the punch, Mr. Chapman obviously knew at the time that this move would hurt PAD. Yet, he strongly sensed that DJ was about ready to loose the wolves, so he preferred to do the cutting himself rather than risk the danger of being pressured into it by a DJ attack which obviously would carry the implication that Mr. Chapman had permitted himself to be used by the oil industry.

Under other circumstances, perhaps this strategy might have worked. DJ might have been placated and PAD—after the political furor had faded might have had a route left open through which a similar plan could have been installed if new foreign oil supply troubles cropped up.

Secretary Chapman had no way of knowing, however, that his strategy would be upset by the backwash from a much more ambitious venture by Attorney General McGranery—investigation of alleged "cartel" activities by several U. S. oil companies operating in both domestic and foreign areas. Mr. Chapman did not know that DJ, in order to eliminate every possible weakness in its "cartel" case, would seek to destroy the "mother" authority for past and future plans of action—the "Voluntary Agreement relating to the supply of petroleum to friendly foreign nations."

DJ is understood to have told the Defense Production Administration, under whose authority the agreement was organized, that there were no reasons for continuing the agreement after the plan of action has been terminated and foreign oil supply movements were no longer being scheduled under PAD's direction. However, DJ probably knows as well as anybody how empty this type of reasoning is, that the agreement provides PAD with the only practical method for keeping a wary eye—through the Foreign Petroleum Supply Committee—on the supply-demand picture abroad.

* * *

A few observers feel, incidentally, that DJ actually is not too concerned about the Voluntary Agreement in respect to its "cartel" probe. Sure, it would like to strip away every possible cover under which it thinks the companies might try to seek shelter, they point out, but the fact is that the agreement has been in effect for only about one year and any DJ investigation certainly will have to dig far back into the record of the past several years.

In other words, under the slightly-shielded pretense that the agreement ties in with its "cartel" case, what DJ actually is doing is to renew its long smoldering drive against one of its dislikes—industry committees.

All this bodes no good for the future of the National Petroleum Council at which Mr. McGranery already is known to be looking askance. He doesn't like the idea of an independent committee with a paid staff and headed by an industry, not a government, representative. Last year the former Attorney General, J. Howard McGrath, and Mr. Chapman had quite a battle over this issue, with DJ giving in only after the White House backed Mr. Chapman.

This happens to be a political year, however, and it is extremely doubtful whether Mr. Chapman would want to—or would be permitted to—give all-out support to maintain NPC as is. Obviously, it was no friendly soul at the White House who listened so sympathetically to the vitriolic diatribes of Senator Hennings just prior to the DJ move against "cartels." And it was no friend of the oil industry that gave DJ direct clearance to move against foreign oil operations.

* * *

Significantly, neither political party has pledged support to the type of co-op that tax payers seemed to be most concerned about—the so-called non-exempt for which no tax exemption is provided in law.

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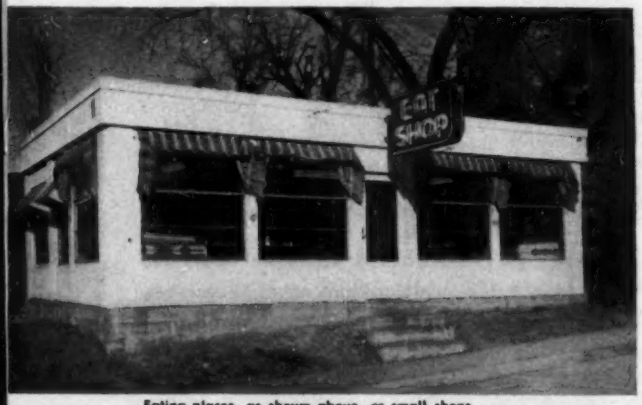
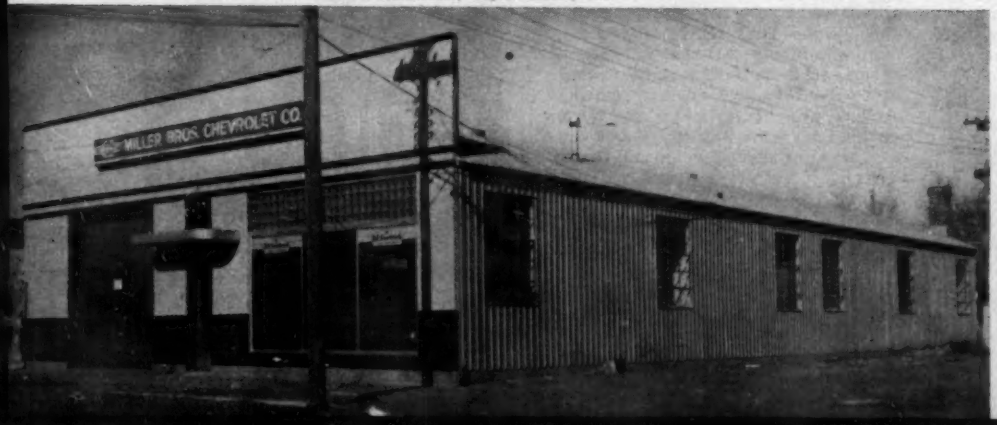


Eating places, as shown above, or small shops, super markets, etc.

Large business buildings as shown below, or garages, warehouses, engine houses, etc.



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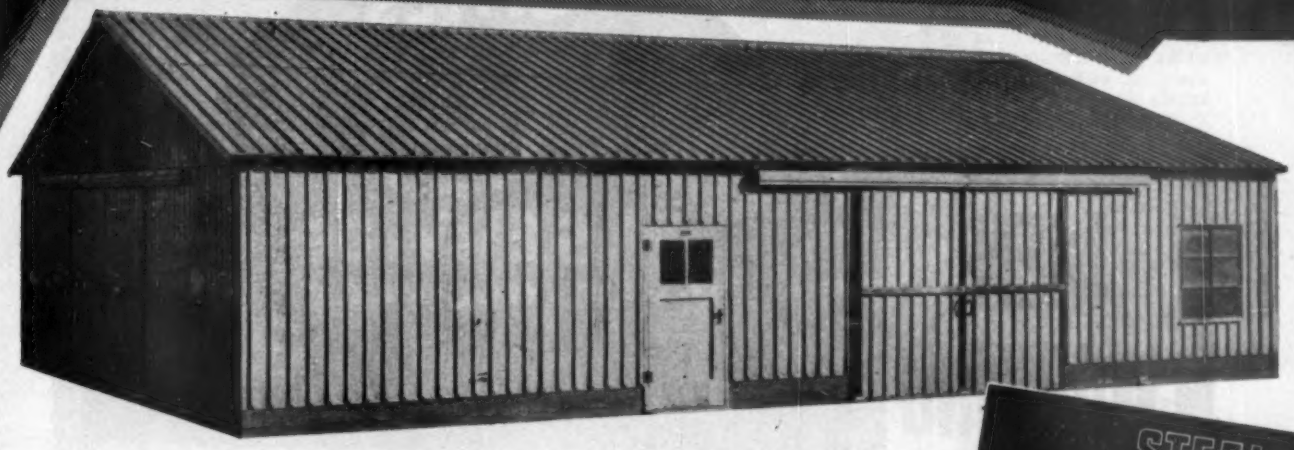

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Residual Fuel Oil Over-Supply Woes Likely to Diminish with Steel Peace

The end of the steel strike will have a "substantial" effect in easing residual oil over-supply, especially in the Midwest, the Petroleum Administration for Defense believes.

Although emphasizing that the strike has not been the only factor contributing to over-supply, the PAD noted that the steel industry is consuming residual fuel oil at the rate of almost 200,000 b/d.

In addition, sales of residual also were curtailed to other industries which had to cut-back operations because of the steel shortage. Another indirect factor, PAD said, was reduced demand for bunker oil as a result of virtual halt in steel exports, plus slowdown in exports of some manufactured products.

The steel strike has caused serious trouble for a number of refiners whose residual fuel oil storage tanks are filled to capacity because the steel industry market had almost disappeared.

Demand for most all oil products, except residual, continues strong, and the refiners have high rates of output. The yields of heavy oils have been cut to a minimum, but the average output of residual is about 18.4%. This varies with the refining process used, and some modern refineries have cut residual output to practically zero by erecting petroleum coke plants.

As to the amount of oil products used by the steel industry, the American Iron and Steel Institute reports the following, mostly heavy fuel oil:

Years	Total B/D
1951	164,626
1950	149,655
1949	119,719
1948	142,827
1947	141,411

Some refiners began to reduce crude runs early in the steel strike. Standard Oil Co. (Indiana) and Sinclair Refining Co. cut crude runs in the Chicago area by a total of 16,000 b/d (Sinclair 10,000 b/d and Indiana Standard 6,000).

Gulf Oil Corp. reduced crude oil runs by 36,800 b/d at two of its U. S. refineries and at its Puerto La Cruz refinery in Venezuela (New York, 17,000 b/d; Philadelphia, 9,800 b/d; Puerto La Cruz, 10,000 b/d).

Gulf says it is not believed the reduction will adversely affect existing stocks sufficiently to cause any shortage next winter at peak demand of such heavy fuel oil. Full charges to the refineries will be resumed as soon as the situation warrants.

End of the steel strike doubtless will soon return operations to normal.

The residual picture in the Mid-Continent area shows residuals very weak, but no companies have reported cutting runs as yet. Many Mid-Continent refiners have contracts with Gulf Coast buyers, although they are having to sell at low prices.

So far, Mid-Continent refiners have kept their runs as large as possible because of good gasoline demand.

Unless distillate demand can pick up where gasoline leaves off, the refinery operations will probably be reduced, since little hope is seen for residual this winter. Refiners think residual demand will pick up during the winter, if gas cut-offs are substantial, but with storage so full, it is doubtful that supply and demand will level out. Some point out that industrial accounts are starting to buy now, and will have their storage tanks full by winter.

Statistics Speed-Up—The American Petroleum Institute is arranging for monthly Census Bureau reports on secondary stocks of four principal products, and also taking steps to enable the Bureau of Mines to make data in its monthly petroleum statement and natural gasoline report more nearly current.

All refiners are being asked by API Statistics Department to return monthly Mines Bureau questionnaires to bureau on 25th of month following that on which they are reporting. With bureau to release reports by 5th of following month, data then would be only five or six weeks old, instead of some eight weeks, on reaching industry.

Then, companies reporting primary storage figures to bureau for monthly petroleum statement are being asked to supply Census Bureau at same time data on their secondary stocks of gasoline, kerosine (including No. 1 range oil) and distillate and residual fuel oils.

These figures would be issued as district product totals. Plan is to include stocks of jobbers and distributors, size of these inventories to be arrived at by as wide sampling as possible by Census Bureau. Bureau would keep individual company data in confidence.

Pennsylvania Grade crude runs to stills were down 14,722 b/d in the week ended July 19 as compared with the previous week, according to National Petroleum Assn. Comparative figures are shown below (in b/d):

Week Ended July 19, 1952	Week Ended July 12, 1952	Week Ended July 21, 1951
44,737 b/d	59,459 b/d	50,550 b/d

Refinery runs and gasoline production declined in the week ended July 19 from all-time highs reached in the preceding week, according to API statistics (see summary table on this page).

Gain in residual fuel oil stocks continued, but it amounted to little more than half of the gain shown a week

Summary of API Report on Refining Operations

(U.S. totals — B. of M. basis)

Production	Week Ended July 19	Week Ended July 12	Increase or Decrease
		(figures in bbls.)	
Crude runs—daily avg.	6,819,000	7,013,000	— 194,000
Foreign crude included	505,000	577,000	— 72,000
Percent operated	93.0	95.7	— 2.7
Gasoline	23,014,000	23,251,000	— 237,000
Kerosine	2,301,000	2,417,000	— 116,000
Distillate fuel oil	10,128,000	10,184,000	— 56,000
Residual fuel oil	8,779,000	8,943,000	— 164,000
Stocks			
Finished & unfinished gasoline	117,380,000	118,332,000	— 952,000
Kerosine	25,128,000	24,306,000	+ 822,000
Distillate fuel oil	77,361,000	72,515,000	+4,846,000
Residual fuel oil	49,596,000	48,395,000	+1,201,000

Summary of B. of M. Report on Crude Oil Stocks

	Week Ended July 19	Change from July 12	Change from June 21
		(figures in bbls.)	
Total crude stocks in U. S.	282,215,000	—1,593,000	—5,430,000
Total located in B. of M. East Coast District	16,467,000	—1,012,000	— 842,000

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earlier. Output of all major products declined.

Total increase in stocks of kerosine and distillate fuel oil was 5,668,000 bbls. as compared with 5,967,000 bbls. in the week ended July 12.

Crude oil and condensate production averaged 6,078,350 b/d in the week ended July 19, up 3,300 b/d from the previous week.

West Coast refiners have received questionnaires from PAD seeking to determine what effective steps can be taken to increase aviation gasoline output.

Among other questions, PAD is asking refiners' opinions on what results could be expected by importing additional feed stocks from other areas to keep West Coast alkylate plants operating at full capacity. Also, PAD wants to know how much more avgas could be made available through importation of base stocks.

Need for boosting distillate fuel output now to avert possible winter shortages was shown to 15 Gulf Coast refiners July 21 and 22 by PAD officials in a visit to Houston to explore possibilities of hiking distillate yields some 18% above last year.

PAD later held a similar meeting July 30 with East Coast refiners in New York, and soon, it is expected, results of its survey will be made known.

World crude production averaged 11,850,000 b/d in January as compared with 11,800,000 b/d in December, the Bureau of Mines reported.

Exclusive of Soviet Russia and Eastern Europe, world crude runs to stills averaged 10,867,000 b/d, a slight decline from the December average of 10,926,000 b/d.

World crude petroleum stocks, according to available information, increased 28,000 b/d in January as compared with an average decline of 250,000 b/d in the previous month. Principal stock increases were in the United Kingdom and France. Declines were shown for the U. S., Canada and Kuwait.

Total imports of crude oil and products averaged 795,800 b/d in the week ended July 19, up 21,100 b/d from the previous week, according to API.

Exports of major oil products from the U. S. dropped to an average of 279,900 b/d in the week ended June 27 from a revised average of 290,900 b/d for the previous week, according to PAD.

Louisiana's crude allowable for August was set by the State Conservation Commission at 670,812 b/d, down 4,530 b/d from July. North Louisiana was allocated 113,472 b/d and South Louisiana 557,340 b/d.

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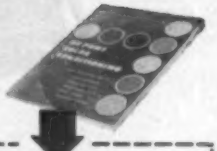

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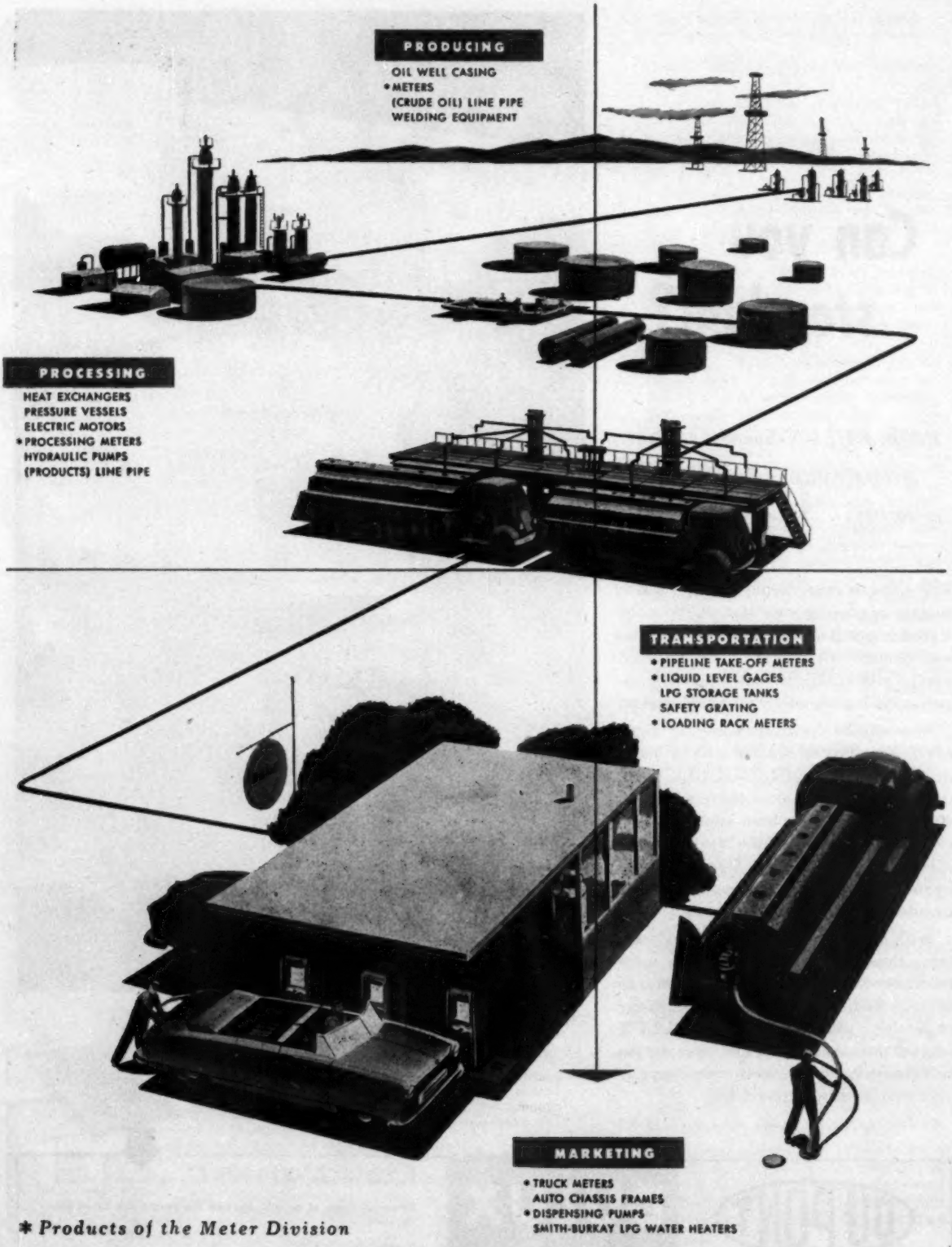

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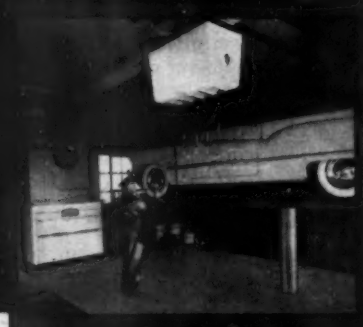

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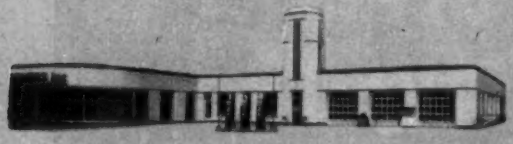

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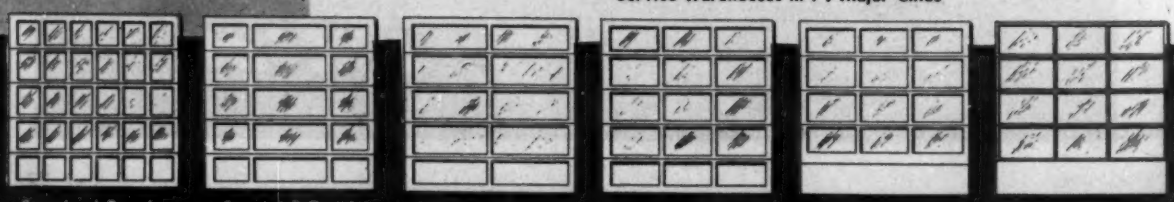

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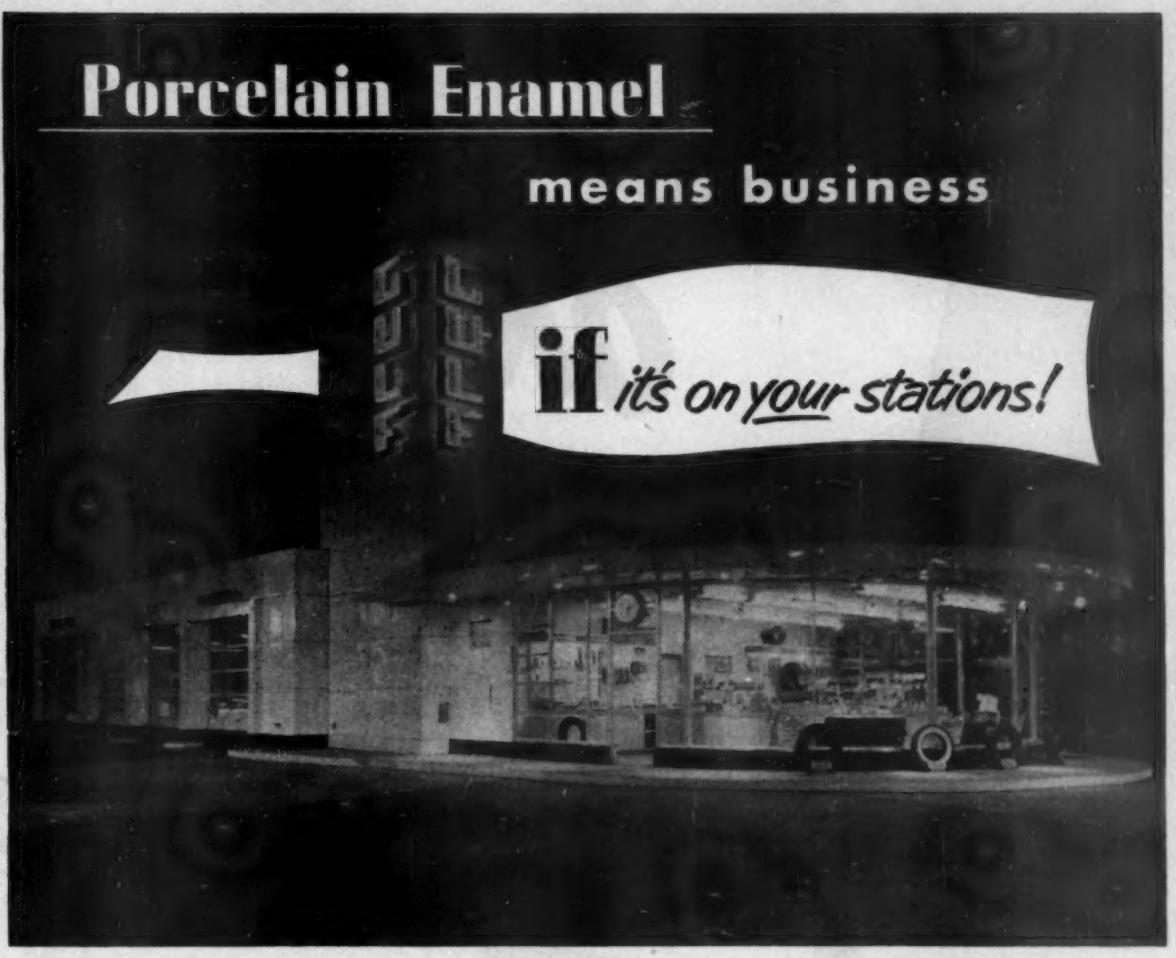

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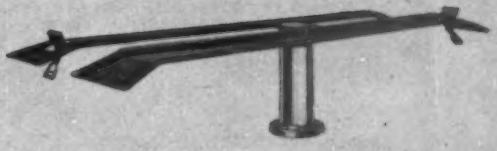

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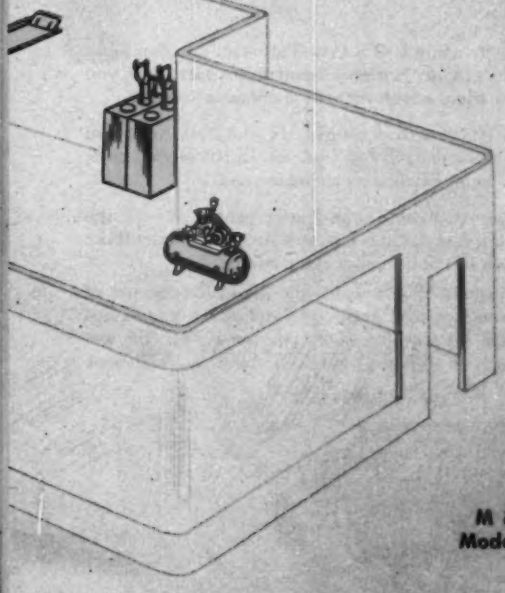

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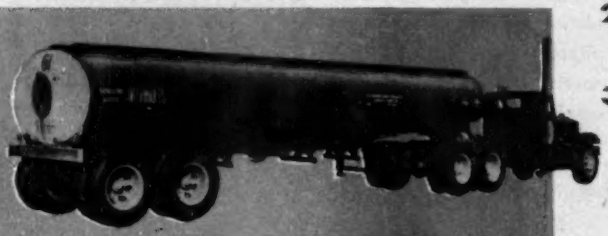

300 BONUS GALLONS. Fruehauf trimmed 1,860 pounds off the weight of this unit by using Cor-Ten steel. That means it can haul 300 extra gallons at no cost. These extra gallons ride in place of the useless deadweight that was removed.

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3. Lighter construction with Cor-Ten steel can be utilized in two ways:

   A tank can be built to the same *capacity* as its counterpart made of plain steel. In this case, it will weigh many pounds less.

   Or, it can be built to the same *weight* as a similar tank of ordinary steel. In this case its capacity will be larger . . . it will hold many additional gallons.

   In short, by using U·S·S Cor-Ten steel you can build your tanks *lighter* without reducing capacity, or you can build them *larger* without increasing weight.
4. Either way, you save money. In the first case, you haul the same capacity at *less cost*. In the second case, you haul *more payload* at the same cost.
5. These operating savings and extra profits pay for the slight extra cost of Cor-Ten steel in a very short time. From then on, you have a clear bonus.

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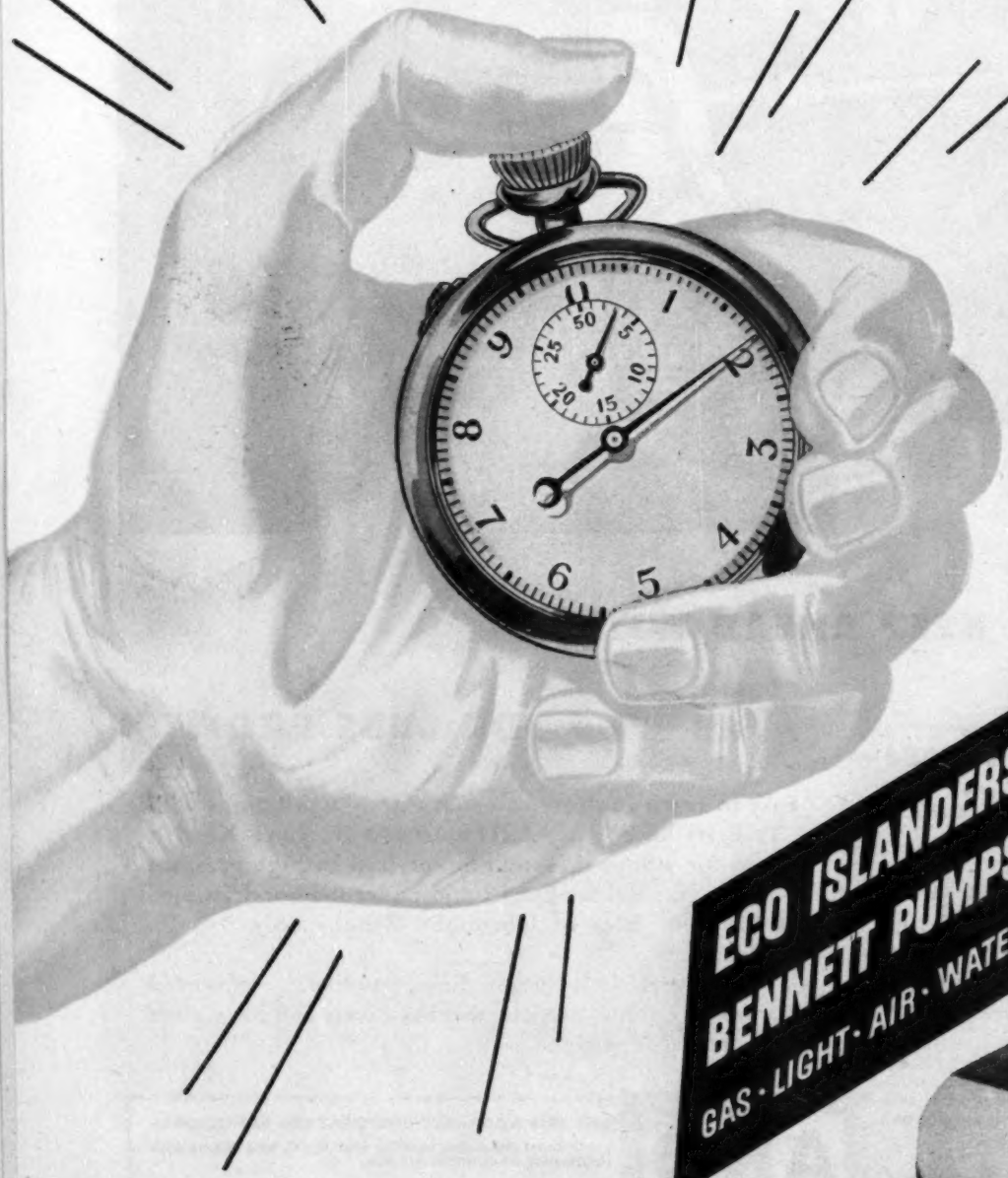
Name_____

Company_____

Street_____

City_____ State_____

The Minutes That Mean The Most! Are The



Most customers want to get in and out fast . . . want complete service in just about the time it takes you to raise the hood and check the water—yet these are your vital, make-or-break minutes to promote those TBA sales.

But it can be done – many profit-wise retailers attract the motorist with *one-stop service* – for air, water and gas – the Eco Islander-Bennett Pump combination. Eco Islanders are the only completely integrated unit combining light, automatic tire inflation and water for service at the Island. Smart Bennett Pumps improve your Island's appearance and give you the added economy of long-lasting accuracy.

Eco Islanders plus Bennett Gas Pumps help you make the most . . . *because they help you do the most* . . . with those important few minutes your customers are at the Island.

Minutes Your Customers Are at The ISLAND!

JOHN WOOD COMPANY
BENNETT PUMP DIVISION
Muskegon • Michigan

District Offices: Atlanta • Baltimore • Boston • Buffalo • Charleston
Chicago • Cleveland • Dallas • Denver • Detroit • Kansas City
Little Rock • Los Angeles • New Orleans • New York • Philadelphia
Pittsburgh • Rochester • Seattle • St. Paul • San Francisco

IN CANADA: Toronto • Montreal • Vancouver • Winnipeg

EXPORT: JOHN WOOD INTERNATIONAL CORPORATION
29 Broadway, New York, N. Y. • Cable Address: WOODINTER

QUALITY PRODUCTS JOHN WOOD SINCE 1867

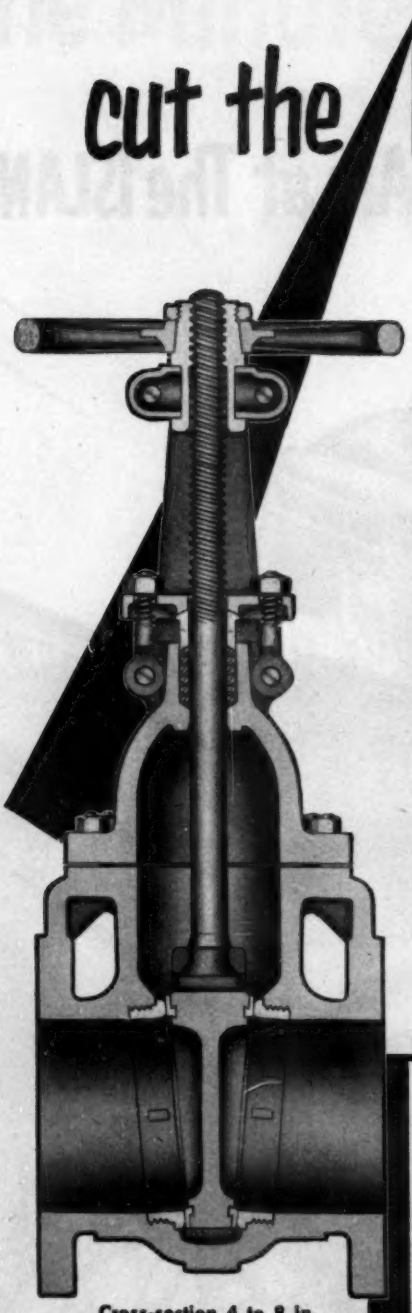
See "The Islander," a full color, sound movie that shows you how to profit from island service—available for group showings from the District Offices listed.

cut the high cost of corrosion

IN MANY SERVICES...WITH

CRANE *Ni-Resist*

CAST IRON GATE VALVES



Cross-section 4 to 8 in. sizes; bolted bonnet joint; flanged ends.

Here is a line of "cast iron" gate valves with a special talent for resisting corrosion, erosion and wear. Use them with safety where the strength of ordinary cast iron is adequate—in soda and sulfate pulp mill service—on creosote lines in wood treating processes—for handling sour distillates and crudes in petroleum refining—and many similar services.

Clue to the extra staying-power of Crane Ni-Resist Cast Iron Valves is in their make-up (approximately 14% nickel, 2½% chromium, and 6% copper)—and in their 18-8 Mo Alloy Steel stem and seating faces. Not to be overlooked is the fine Crane design that gives you a strong body and bonnet without excessive weight, a well-proportioned stem with precision-cut threads, a sturdy yoke, and the dependable disc-stem connection that assures smooth operation and tight seating of the solid wedge disc. Ask your Crane representative for full details, or see your Crane Catalog.

THE CRANE NI-RESIST LINE

Working Pressures:
Cold Water, Oil, or Gas, Non-shock
Screwed Valves—225 pounds
Flanged Valves—200 pounds

Available in sizes ½ to 8 in. All have solid wedge disc, with outside screw and yoke. Sizes ½ to 3 in. have clamp type bonnet joint and one-piece bolted gland. Sizes 4 to 8 in. have conventional bolted bonnet joint and two-piece bolted gland.

No. 1671 with Bolted Bonnet Joint, Flanged ends only. Sizes 4, 6 and 8 in.

No. 1670 with Clamp Type Bonnet Joint with screwed ends. Sizes ½ to 2 in. Also with flanged ends 1 to 3 in.

***The Complete Crane Line Meets All Valve Needs. That's Why* More Crane Valves Are Used Than Any Other Make!**

CRANE VALVES

CRANE CO., *General Offices:* 836 S. Michigan Ave., Chicago 5, Illinois
Branches and Wholesalers Serving All Industrial Areas

VALVES • FITTINGS • PIPE • PLUMBING • HEATING

BALCRANK

Jet Power NON-FOULING HIGH PRESSURE PUMP

DELIVERS MORE GREASE IN LESS TIME AT HIGHER PRESSURE — EVEN AT BELOW-ZERO TEMPERATURES*

with

PRESSUR-MATIC
(STANDARD EQUIPMENT)

NON-FOULING Foreign matter positively cannot enter pump. No competitive pump has this feature.

HIGH PRESSURE Lubricates more cars faster with its 45-to-1 Pressure Ratio.

MORE VOLUME Supplies four reels simultaneously. Greater volume than any comparative pump.

LOW COST Matches or betters the price of any comparative pump. Never so much for so little.

Control Supplied as standard equipment, PRESSUR-MATIC gives high or low pressure with a flick of the finger for proper service of all points on all cars. A "must" for multi-purpose lubricants.

*No other pump can match the performance of the new Balcrank Jet Power Pump!

EASY PULL-OUT... NO FLY-BACK
... NO HOLDING with

BALCRANK HOSE REELS

The world's easiest hose handling is yours with Balcrank Hose Reels! They latch at any desired point and release on gentle pressure for slow, even retraction.

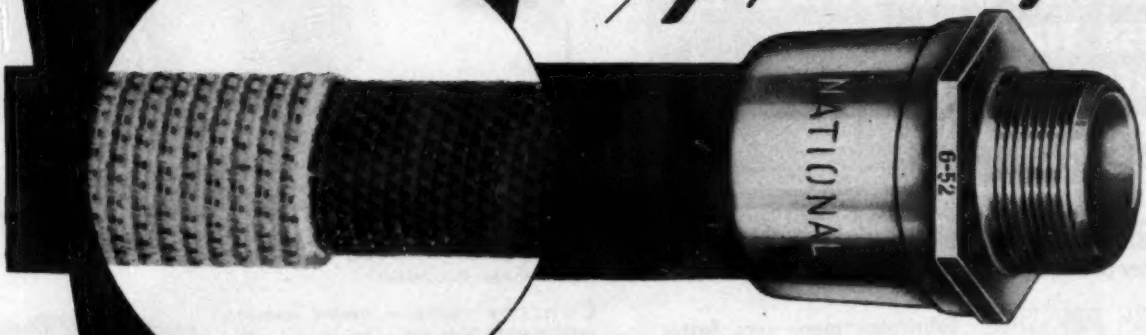
Totalizing meters on Motor and Gear Oil reels insure accurate measurement of consumption. Also available without meter or with non-totalizing meter.

One-man installation; no dismantling, no bolts or panels to remove, no adjustments to make. Adaptable for ceiling, wall or floor. Six-roller outlets reduce hose wear; arrestor device has only three major parts to assure long service. Smartly styled two-piece cabinets or 16-gauge steel with white enamel finish and polished chrome trim. All reels have 20-foot hose except Air Reel, which has 25 feet.

BALCRANK

BALCRANK

Costs less than 3/4¢ a day



THE ONLY PUMP HOSE INSURED FOR 1000 DAYS

National Pump Hose is Insured for 1000 Days against failure

This insurance covers everything — materials, workmanship, accidents, abuse. Fire and theft are the only exceptions. Repairs will be made without charge on all National Pump Hose returned prepaid, whenever repairs can be made by resetting couplings. Hose which must be shortened more than 6 inches to repair, will be replaced on a pro-rata basis, when preferred, if returned prepaid within 1000 days from date of purchase.

UNSURPASSED FLEXIBILITY

National Super-Flex Pump Hose combines longer life with unsurpassed flexibility. Strands of light-weight, high-strength steel wire are woven into a loomed jacket of exclusive design. Tube, jacket and cover are then fused into an inseparable unit by continuous vulcanization. Super-Flex construction is non-flattening and non-kinking, assures full flow and positive static connection.

GASOLINE PROOF, WEATHER PROOF

Both tube and cover are impervious to the action of all gasolines. Oil-resistant synthetic tube is non-discoloring, non-swelling, non-flaking. Neoprene cover is tough and long-wearing, resists abrasion and cutting, will not crack or check. National Pump Hose remains flexible even in zero weather.

RE-USABLE COUPLINGS

Designed for sure grip, full flow, and long service. Made of non-sparking brass, static grounded. Re-usable — re-attached without charge when returned prepaid.

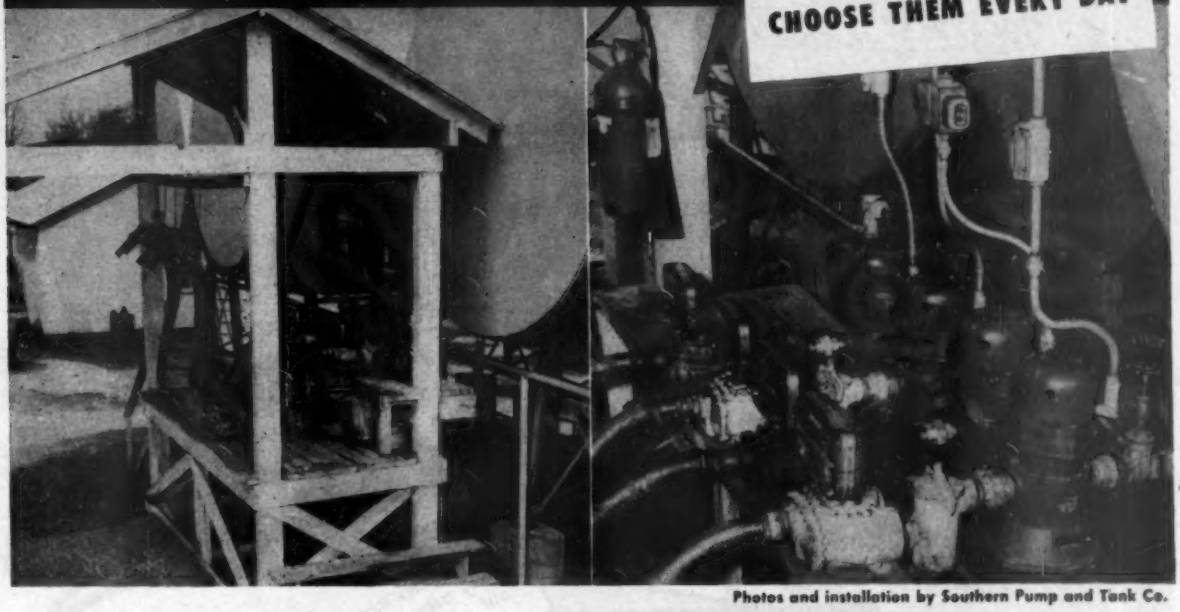
National Hose

DISTRIBUTORS IN PRINCIPAL CITIES

METAL HOSE & TUBING CO. DOVER, NEW JERSEY

MARLOW PUMPS DO MORE...

THAT'S WHY MORE BULK PLANT OPERATORS CHOOSE THEM EVERY DAY



Photos and installation by Southern Pump and Tank Co.

Siler City Oil Company, Siler City, North Carolina, uses these four low-cost Marlow vertical self-priming centrifugals to increase flow from storage to the loading nozzles. They pump fuel oil, kerosene, regular gasoline and high test gasoline at 90 to 110 gallons per minute.

This bulk plant operator is one of many who have found that Marlow Self-Priming Centrifugals can do a lot to help an oil man make money. At the loading rack, for instance, these Marlows prevent costly bottle necks . . . they cut loading time and costs, and speed deliveries so more customers can be served.

The Marlow vertical self-priming centrifugal has all the advantages of the other Marlow self-primers. It stays highly efficient even after long hard use . . . because self-priming design eliminates rubbing surfaces. For the same reason, tank scale, welding shot and other abrasive solids have practically no effect on a Marlow. It can pump from underground storage as well as above ground because it is entirely self-priming. And a Marlow is quiet in operation and will not vapor lock.

Known as the Marlow EVP series, these pumps offer the advantages of low installation costs and require little space. Few piping changes are necessary because the suction and discharge fittings are directly opposite. They just can't be beat for dependable, low-cost petroleum products handling where viscosities are less than 100 SSU.

WRITE FOR MORE FACTS

In Canada contact
Pumps and Softeners, Ltd., London, Ontario

MARLOW PUMPS

598 GREENWOOD AVENUE
RIDGEWOOD, N. J.

PLAN FOR *Economy* WHEN BUILDING OR MODERNIZING SERVICE STATIONS

The Best Fittings are Always the Most Economical

NOZZLES

Impress your customers, speed service, cut labor costs with the McDonald Super-Nozzle. Streamlined design—easy, fast, smooth delivery—no danger of blow-back. One of a complete line.

FILL CAPS

McDonald offers fill caps to meet every requirement, each well designed, and strongly made with efficient facilities for locking.

FOOT VALVES

It costs less to install efficient foot valves. McDonald Foot Valves are precision products tested before shipment and guaranteed to hold gasoline.

FILL FAUCETS

The model shown features imposing appearance; easy access to radiator fill pipe; fast flow without after-drip; perfect control without chatter.

STRAINERS

A comprehensive line, including the suction stub strainer illustrated—especially designed to prevent entrance of liquid from bottom.

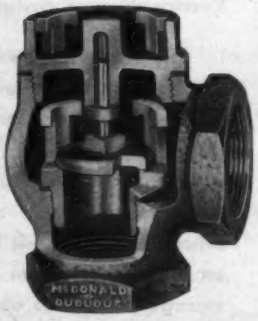
FILL BOXES

A type and size exactly suited to your needs, all reflecting McDonald's long experience and embodying special features that add to service value.

VENTS

McDonald Vents, made in all required types and models, have the sound design and inbuilt dependability that assure full protection.

CHECK VALVES



Vertical check valves, angle check valves, single and double poppet check valves—a complete line with exclusive features and time-tested reliability.

● Good fittings give better service. Good fittings last longer. Good fittings plug the profit leaks caused by slow, antiquated or defective fittings. When you specify McDonald Fittings, you know they're good because McDonald's 94-year reputation is founded on quality manufacture. As part of your 1950 plans, write for folder on McDonald Service Station Equipment.

A. Y. McDONALD MFG. CO.

The Home of the Swing Joint

Dubuque, Iowa

There's a McDonald Branch or Distributor Near You

McDONALD

BOWSER ESTABLISHED 1885 HAS THE RIGHT PUMP FOR YOUR NEED...

The right pump boosts gallonage, speeds service, cuts man-hours, wins business. Bowser has the greatest selection for new stations or for modernizing. A Bowser man will be glad to help.

***New!* Duo-matic Multi-pump . . .**

Installed ABOVE ground for accessibility, this new system serves up to 8 pedestals. Dual motors and pumps operate singly or simultaneously, automatically, as volume demands. Saves power. All standard parts. No service problems. Economical.

(See Page 86, NATIONAL PETROLEUM NEWS, May 21 Issue)

Siamese Rol-Way

THE 2-CAR PUMP . . .

2 sales outlets in a single pedestal. One suction and conduit.

CHOOSE FROM BOWSER . . . THE WORLD'S MOST COMPLETE LINE OF PUMPS

TALL NON-COMPUTING | TALL COMPUTING | TALL TICKET PRINTING | ROL-WAY NON-COMPUTING | ROL-WAY COMPUTING | CABLE RETRIEVING NON-COMPUTING | CABLE RETRIEVING COMPUTING | HI-SPEED TICKET PRINTING | HI-SPEED NON-COMPUTING | HI-SPEED COMPUTING

BOWSER

BOWSER, INC., 1301 CREIGHTON AVENUE, FORT WAYNE 2, IND.

Pemco INTRODUCES

New Island Light

with SELLING sign!

Patent applied for

Sells for you Day and Night

Change selling message whenever you want to!

Throw out your old ideas about station lighting. Here's the bright, new idea that's going to revolutionize the entire island lighting picture! With Pemco's sensational design you get *more* than modern, instant-start, fluorescent lighting . . . at the same time, for practically the same cost, you get the power of a selling sign that beckons business both day and night! By day, a light pole comes to life with your advertising. By night, the message you want shines out to bring in traffic. Think of its possibilities.

Be first in your area to capitalize on this great idea!

- Instant-start fluorescent lighting —flip a switch, it's on!
- Available in 4', 8' (III.), 12', 16' units.
- Message you want can be lettered easily on any clear plastic material.
- Sign strip slides in and out of slot easily, measures 47" long and 4⅜" deep.
- Fixtures in colors to match your station. Approved by Underwriters' Laboratory.

READY NOW! MAIL COUPON for FLASH BULLETIN!

Pemco

PHILADELPHIA ELECTRICAL & MFG. CO.

1200 N. 31st Street, Phila. 21, Pa.

Offices in Principal Cities

PHILADELPHIA ELECTRICAL & MFG. CO.
1200 N. 31st St., Phila. 21, Pa.
Gentlemen:
We're interested! Send us FLASH BULLETIN on your new Island Light with Sign.

NAME ..... TITLE .....

COMPANY .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

NATIONAL PETROLEUM NEWS

July 30, 1952

Oil Faces Rocky Path in Obtaining Steel But Crisis May Not Last Long

NPN News Bureau

WASHINGTON—There are rough days ahead for those who use steel and steel products, have no doubt about it.

That was the message Defense Production Administrator Henry H. Fowler had for the public in general and industry in particular this week.

He said the stress and strain caused by the recently-ended steel strike would be as bad as, and maybe worse than, any time since the defense program got under way.

His only optimistic note was that the period of crisis would be a relatively short one.

The way he sees it, supplies of steel and steel products should be approaching normal once again by the second quarter of 1953.

What DPA and its claimant agencies, including Petroleum Administration for Defense, plan to do to ride out the shortage storm is this:

Leave the allotment pattern as it was before the steel strike began, rather than call back third and fourth quarter allotment tickets and try to re-issue them along new lines of essentiality.

Let third quarter placement and delivery of orders lap over into the fourth quarter and let fourth quarter tickets remain effective through February of next year.

The hope is that by the end of the first quarter, supply and demand will have balanced out so that allotments for future quarters will just about meet requirements, and DPA can once again turn to thoughts of decontrol.

Mr. Fowler warned that there's going to be confusion and distress in the coming weeks and months as the impact of the steel strike hits home. He pointed out particularly that some industries would be closed down and others would be severely limited because of inability to get materials requiring considerable lead time. That is, an order placed does not mean a machine delivered, for with inventories in general at low ebb because of the strike strain, replacements must wait for the flow of materials through channels again.

Effect on Oil—Specifically, how will it affect the petroleum industry?

Deputy PAD J. Ed Warren gave some indication of how things will be at a recent press conference.

The petroleum expansion program inevitably faces some delays.

Well drilling in 1952 is going to fall short of its goal by about 9,000 wells—8,000 in U. S. and 1,000 abroad—because of the loss of production of oil country tubular goods. Those wells would have added 180,000 b/d to domestic capacity and 190,000 b/d to foreign capacity.

Some gas and oil pipe line projects will be delayed, putting a pinch on areas which had expected to get additional facilities completed in time for the coming winter.

Over 900,000 bbls. of natural gas liquids production will be lost between now and the end of the year because of construction delays.

What can PAD do about it?

Mr. Warren indicated there wasn't a great deal PAD could do to offset the steel losses. He said that, generally speaking, the allotment pattern that existed before the strike would continue to be followed. That is, PAD will not call back materials tickets already issued and re-issue them to someone else. He said this would be done only in extreme cases of emergency.

Both DPA and PAD said there will be no additional allotments for the fourth quarter. Thus the petroleum industry will have to operate on the 80% advance allotment it got for the fourth quarter. And first quarter allotments will be kept low, too, so that tickets carried over from the fourth quarter can be cashed then.

Oil Cans Tight—One of the steel strike effects which will continue to be felt for some time will be the tight supply of oil cans. This is contrary to previous reports of adequate supply. PAD thinks the end of the strike averted a critical shortage but still expects the supply to remain tight for some time, particularly in view of government efforts to divert all possible cans to food packs during the perishable food season.

Some oil companies had become alarmed before the strike ended, finding that within a month they would be out of cans. But because blackplate steel was in plentiful supply before the strike and because there was a considerable tonnage in process in the mills, PAD figures the oil industry will be able to squeeze through without serious harm.

Defense Transport Administration calculated that the steel strike will mean that tank car production for the last six months of the year will be only about 2,000 tank cars instead of the original goal of 5,130. A DTA official said, however, that he felt the oil industry would be able to get by all right with the reduced total unless an emergency develops.

No Oil Shortage—Mr. Warren is of the opinion that the steel strike impact will not result in any material shortage of oil products this winter, although it may cause a pinch in some localities which were depending on completion of pipe lines or storage facilities.

DPA, aware that oil expansion will be delayed, said if it felt that the shortage would be a long one, it would consider changing its allotment pattern to give such important defense-supporting programs as the petroleum program some special help. But since the shortage should be brief, DPA feels that the confusion caused by a recall and re-issuance of material allotments would do more harm than good. Obviously, DPA fears that if it helps one program and doesn't help another, it will come under fire from the one which wasn't helped.

Therefore, DPA decided to concentrate on direct military and atomic energy programs. An all-out effort will be made to get their third quarter needs met by the end of November and their fourth quarter requirements filled by the end of December.

Oil Tariff Revision Seen

WASHINGTON—Some oil industry representatives look for a final agreement on the new U. S.-Venezuela oil treaty to be reached within the next several days, possibly even this week.

Reportedly, quotas will be abolished and tariff will be pegged at 10.5c and 5.25c a bbl., respectively, for light and heavy oils.

Currently, most imports pay tariff of 21c a bbl., with only 5% of U. S. yearly refinery runs granted 10.5c rate.

Talks have been going on for months. They were started in Caracas but switched to here several days ago. Signing will take place in Caracas.

thus putting those programs back on schedule.

As for the steel shutdown itself, it was the longest and most costly the industry ever faced before an agreement was reached last week which set the stage for settlements and the return to work this week.

The steel strikers got pretty nearly what they wanted in the way of wage increases—a package of about 24.5c per hour—but the steel industry won its fight to get a price increase—$5.20 a ton—to partially cover the cost of the wage hikes.

Esso Answers Article On Re-Refined Oils

NEW YORK—Esso Standard has told all its division managers it deems "neither very accurate nor very profound" the article in June issue of *True* Magazine protesting "national waste" from frequent crankcase oil changes and arguing the case for re-refined oils.

Motorist who drives 10,000 mi. yearly would save only $1.17 per month if he changed oil only once a year instead of every 1,000 mi., said a letter to division heads of Esso's director of marketing, E. H. Collins.

(Calculations were based on the use of one qt. of make-up oil every 675 mi. at 40c qt.)

The motorist must be the judge as to whether such a saving would outweigh risks of driving too long on contaminated oil—whether "oil is cheaper than metal," said Mr. Collins.

He insisted "we have no quarrel with properly re-refined oils," but asserted:

1. Re-refined oils will vary widely in kind and quality since re-refiner of draining collected from service stations must start with mixture of all kinds of waste lubricants.

2. Almost every shade and degree of processing is employed by different "re-refiners."

3. Principal monetary saving in re-refining oil would seem to come from escaping 6c federal excise tax, since de-waxing is about only refining step which may be saved, and, according to *True* article, drainings cost from 1c to 7c per gal., plus collection and transportation cost.

4. Some railroads, bus companies and airlines are able to use "certain quantities" of re-refined oil with "apparent success and some apparent economy," but only under closely controlled conditions and circumstances.

Mr. Collins also denied implication that the motorist is led to believe oil wears out, declaring almost all advertising says oil doesn't wear out, but becomes contaminated so it loses its ability to lubricate adequately.

DJ Calling Oil Companies to Court To Answer 'World Cartel' Charges

NPN News Bureau

WASHINGTON — Labor Day appears to be the target date for empanelling a special grand jury in the Department of Justice's drive against the alleged "international oil cartel."

Labor Day is Sept. 1, and calling of the special jury is expected to follow shortly after that date. However, DJ was busy at NPN press time winding up its work on subpoenas to be sent to more than a score of parent and subsidiary oil companies and perhaps to 50 to 75 individuals for appearance before the grand jury.

Oil companies have firmly denied their operations are illegal.

Meanwhile, the Petroleum Administration for Defense was openly drawn into developments for the first time as result of mounting pressure from DJ for cancellation of the Voluntary Agreement on foreign oil supplies. The Defense Production Administration actually has the authority to withdraw or continue this agreement, but PAD apparently would have to carry the full burden of justifying its continuance.

Reason for Delay — The current legal workload of the District of Columbia courts apparently was the reason for holding off until September on empanelling a jury. It was explained that a regular jury to be called in August undoubtedly would have too much on its agenda to take on the "cartel" investigation.

Federal grand juries may be held in session not to exceed 18 months and the "cartel" case is expected to take up the full time of a special panel for several weeks, at least.

Subpoenas will be served through local U. S. attorneys. Those that cannot be served from the District of Columbia will be forwarded—with the bulk of them probably going to the Southern District of New York.

DJ's attitude toward the voluntary agreement became clear on July 24, when it went to DPA and reportedly demanded that this authority be withdrawn, on the stated grounds that there was no need for the agreement, since PAD had earlier terminated the plan of action for scheduling oil movements to help overcome the Iranian loss.

Most observers felt, however, that DJ's move really was motivated by fear that companies involved in the "cartel" charge might try to seek the cover of the voluntary agreement.

PAD's views on the subject were made clear the following day by Deputy J. Ed Warren, although he spoke only in direct answer to NPN questions and said he had no official communication on the subject with either DJ or DPA. Mr. Warren strongly emphasized that the agreement was "the only way PAD can meet its national defense responsibilities in keeping a close watch on the supply-demand picture in friendly foreign nations."

Oil data abroad is available only from the companies operating in the various areas, he pointed out, and loss of the agreement would leave PAD with "only the rankest kind of a guess" as to foreign oil problems. He conceded that reports of sorts could be solicited from individual companies by PAD, but he pointed out this would be a time-consuming and haphazard operation. The companies have to get together in one spot to iron out differences in opinion and come up with a co-ordinated report on supply-demand, Mr. Warren said. This is done through the Foreign Petroleum Supply Committee, which meets periodically at the call of PAD and under PAD supervision.

In stressing the close tie-in between foreign and domestic problems, Mr. Warren noted, for example, that if distillate fuel oil problems crop up again this winter on the East Coast, it may prove necessary

Another DJ Charge Soon

WASHINGTON—The Justice Department probably will file a complaint within the next few weeks against several oil companies on charges that Mutual Security Agency (and the defunct Economic Cooperation Administration) were charged exorbitant prices in financing purchases of Middle East oil by European countries.

Although a final decision has not been made by DJ, there seems little doubt that a civil suit for recovery of between $50 and $80 million in alleged overcharges will be filed by DJ's Claims Division.

Companies involved are Socony-Vacuum Oil Co., Esso Export Corp., and affiliates of California Texas Oil Co.

to reduce U. S. exports and juggle supplies elsewhere to meet minimum needs of friendly nations. Without an agreement, he said, PAD would have neither the knowledge nor the authority to take such steps.

Wants Report Released—On another front, Senator Long (D. La.) said he hopes to "blast loose" the Federal Trade Commission's still-secret report on the "international oil cartel."

He stressed again that the report is "not startling" but said that "there are some things that might require explanation."

"I suspect at the moment that we will look further into it," he said. "I hope that we will be able to blast the report loose. We might be able to do it by deleting any portion of it that might affect our international relations and release the rest of it. I don't know at the moment just how we will be able to do it."

Although he said that he wants his Small Business Subcommittee to conduct further hearings on the matter, Mr. Long was uncertain as to just when it could be done. He is also chairman of an Armed Services Subcommittee checking into military construction waste overseas and is planning a trip abroad in connection with this matter. He said that "cartel" hearings might be held before or after this trip.

And, Mr. Long added, the DJ probe might affect the subcommittee's intentions.

Nothing New—From a congressional authority on petroleum affairs—Senator O'Mahoney (D. Wyo.), chairman of the Senate Interior Committee—came the opinion this week that another congressional investigation of the petroleum industry is unnecessary. Confining himself to the congressional phase and not commenting on the DJ probe, Mr. O'Mahoney said:

"It's already been done."

He noted that most of the charges now being made were covered fully by his Special Committee Investigating Petroleum Resources and were treated in a report filed with the Senate Jan. 31, 1947.

Mr. O'Mahoney said that he will introduce in the next Congress legislation looking toward national charters for interstate corporations in the basic lines of industry such as oil, steel, coal, etc. He said that charters could be extended to international operations of such companies.

"A federal statute fixing national standards of power and responsibility for corporations engaged in interstate commerce would actually set business free, because it would render unnecessary the creation of discretionary federal bureaus to manage management."

Oil Speaks Up—From the industry side Esso Standard's 25,000 dealers have been armed with the facts on the DJ "cartel" investigation by company President Stanley C. Hope so they can discuss the matter intelligently with customers.

Included in a letter sent to each dealer was a statement by Eugene Holman, president of Jersey Standard, issued earlier to completely deny any involvement in "cartel" arrangements.

"Knowing the interest of Esso dealers and the many discussions that take place between them and their customers, I wanted to be sure that you had the facts in this matter," Mr. Hope wrote.

"You and many of your customers have seen newspaper stories of a contemplated investigation by the federal government of the foreign operations of several major oil companies, including our parent company, Standard Oil Co. (New Jersey).

"According to newspaper reports, the proposed investigation stems from a report that has been under preparation for some time by the Federal Trade Commission. The report has not been publicly released and accordingly has not been available to us. We do not know what charges or statements are made in it, but the newspaper reports refer to charges of an 'international oil cartel.'"

Mr. Holman's statement then was reproduced in letter expressing the hope that the grand jury investigation "will, once and for all, put a stop to loose and irresponsible talk about this company's foreign business."

Socony Gives Sales to Jobber

NEW YORK—Socony-Vacuum has turned over its direct operations at St. Joseph, Mo., to Lyons Oil Co., and has bought the assets of the dissolved Kelso Oil Co., Cape Girardeau, Mo.

Lyons Oil has been a Socony-Vacuum distributor for 12 years at Wathena and Troy, Kans., across the Missouri River from St. Joseph. Lyons has leased a bulk plant and four service stations from Socony, and in addition is supplying nine service stations which Socony previously supplied.

Kelso, which was dissolved because owners wished to retire from the oil business, was a Socony-Vacuum distributor for about 20 years.

Defense Orders for the Oil Industry

(Issued July 22 through July 28 inclusive)

This description of oil defense orders provides a weekly summary of government regulations that may affect NPN readers. We will appreciate our readers letting us know when they think that we have omitted a regulation.

Complete copies of the official text of these orders can be obtained from Platt's OIL-LAW-GRAM Reports, 1213 West Third St., Cleveland 13, Ohio, a publication which reproduces and mails out the orders on oil upon issuance. Minimum charge for single copies, $1.00, postage paid. One year's service, $100. Less than one year's service, pro rata plus $5.00 for handling.

CODE: NPA—National Production Authority; ESA — Economic Stabilization Agency; PAD—Petroleum Administration for Defense; ODM—Office of Defense Mobilization; DPA—Defense Production Administration; DTA — Defense Transport Administration; WSB — Wage Stabilization Board; OPS — Office of Price Stabilization.

List of Orders

OPS—Office of Price Stabilization
CPR 160, Used Steel Drums
CPR 32, SR 2, Spec. Order 19, Crude Petroleum
GOR 2, Rev. 1, and GOR 9, Amdt. 22, Federal Purchases
NPA—National Production Authority
M-2, as amended, Rubber
M-80, Sched. C, as amended, Chromium and chromium nickel
DSM 1, as amended, Scarce materials
CMP Reg. 1, Amdt. 4, Surplus steel
NPA Reg. 1, as amended, Inventory control

What Orders Do

Office of Price Stabilization

USED STEEL DRUMS—CPR 160 establishes ceiling prices at all levels of distribution for (a) empty raw and reconditioned used steel drums of 40 to 58 gallon capacity, inclusive, fabricated of 16 to 20 gauge steel, inclusive, and (b) the service of reconditioning raw steel drums covered by this regulation. Regulation supersedes Ceiling Price Regulation 9 and the General Ceiling Price Regulation for all such sales.

CRUDE PETROLEUM—CPR 32, SR 2 adjusts the ceiling price for the sale of crude petroleum produced from the Playa Del Rey Field, Los Angeles County, Calif.

FEDERAL PURCHASES—Amdt. 22 to GOR 9 removes from GOR 9 certain exemptions and suspensions concerning sales to the U. S., its agents and suppliers.

Rev. 1 to GOR 2 combines into one regulation exemptions, methods for establishing ceiling prices, and procedures especially applicable to sales to the U. S., its agents and suppliers.

National Production Authority

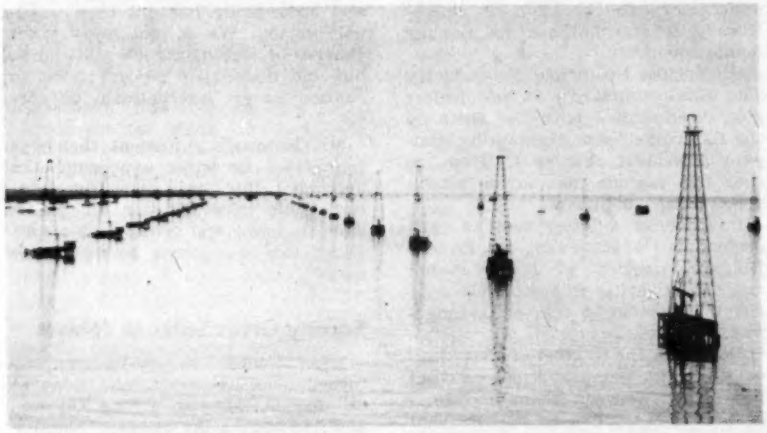
RUBBER—M-2, as amended removes restrictions on the use of high tenacity rayon for rubber products and changes other controls on synthetic and natural rubber.

CHROMIUM AND CHROMIUM NICKEL—Amdt. of sched. C to M-80 re-arranges and clarifies the permitted nickel and chromium content of alloys of different temperatures in multiples of 100 degrees.

SCARCE MATERIALS—DSM 1 is amended by revising the designation of scarce materials contained in the appended List A and the withdrawals contained in the appended List B, and by revising section 8 to reflect the changes made in such designation and withdrawal.

SURPLUS STEEL—Amdt. 4 to CMP Reg. 1 authorizes consumers of steel controlled materials to dispose of surplus materials without specific NPA approval on unrated orders to established steel distributors.

INVENTORY CONTROL—Revision of NPA Inventory Regulation 1 removes inventory controls from more than 50 widely-varied commodities.



GROWING PRODUCTION in Venezuela comes from rich fields such as the Lagunillas in Lake Maracaibo

Crude Posting in Venezuela Shows How Pricing Follows Natural Supply Growth

By WARREN C. PLATT

At last Venezuela has come into its own and now has its own crude oil price, instead of being based on U. S. Gulf Coast crude prices. Not so long ago the same recognition had been given the Middle East by another American company.

These two events, marking the coming of age, so to speak, of both these big oil countries or producing areas, have naturally aroused interest, as many people, while conscious of the big growth of these countries as oil suppliers, have overlooked much of the economic effect of that growth.

The Creole Petroleum Corp., operating company in Venezuela for the Standard of New Jersey, last week posted detailed crude prices for all fields at deep water terminals, and before that Socony-Vacuum did the same for the Middle East.

Up to the present, the world had been selling against the U. S. Gulf Coast prices both crude and refined products, and also buying on those prices because it was from our Gulf Coast that the biggest shipments of oil and its products were available, and volume is most important in determining prices.

Products Based on Gulf—At present, U. S. Gulf Coast refinery prices continue to rule the world, but if refinery capacity is increased enough in Venezuela or down on the islands of Curacao and Aruba, just off its coast, it is possible that a new products basing point may develop. However, as all countries are pressuring the oil companies, and succeeding considerably, to build refineries within their borders for the advantage of labor employment and currency exchange, it may be many years before a bigger world basing point is built up than our Gulf Coast. The Middle East, if it keeps down trouble, may be such a dominant point one of these days.

But in the meantime, the construction of new refineries and the great enlargement of old in the larger consuming countries, may make these countries independent of any world basing point for products. That is, they will largely refine their own needs and even, as is the present plan of England, France and Italy, ship large quantities of oil products to other countries.

According to the figures of the Venezuelan government, May's production of crude oil there totaled 1,844,407 b/d, which is almost a third of what the U. S. produced of 6,500,000 b/d. Of this big amount of oil, the Creole company produced almost half which, economically speaking, makes it the biggest factor in the market. Next to Creole is Shell with 570,000 b/d, then Gulf with 271,000 b/d. Then come other producers.

All of this production is by no means coming to this country. Most is refined in the Caribbean area, and much shipped abroad to Europe and even England. Coming to the U. S. in May, according to government figures, were 309,000 b/d of Venezuelan crude and 419,000 b/d of products.

No Surprise—This growth of Venezuela has been watched for a long time by oil men the world over, they realizing that the day would come when it would take the play away from the U. S. Gulf Coast. They have had the same realization as to the Middle East. More companies will be posting prices FOB these two areas as their production and refinery output increases and more tankers become available.

As important companies in all fields of the world have either their big headquarters in New York or important sales or operating offices there, it is expected that their world prices will be made in New York rather than London, as far more competitive price information will be available in New York and more trading will be done there.

This shift in the importance of the U. S. Gulf Coast market is similar to the shift that took place over many years from "Group 3" Oklahoma to many other shipping points established by products pipe lines, barge and tanker terminals and new refinery locations. At the start of the establishment of what came to be known as "Group 3", gasoline shipments and sales were made even across country to far off Maine on Group 3 prices, simply because Oklahoma and the Mid-Continent area were producing the bulk of the gasoline available on an open tank car market. Today "Group 3" prices are made by a few tank car sales and some over-the-road-tank truck sales for consumption in the state of Oklahoma. Much crude and products, of course, move out of Oklahoma, but to new price basing points established by the new product pipe lines and water terminals.

What Makes Prices—Some alleged experts at Washington and elsewhere seem to think that these price bases are established by careful determination of big sellers, and often to gouge the last cent out of the market. For some reason such experts generally dislike to dig for facts. Maybe they are just lazy. The truth is at least so far as oil is concerned, price bases have come into existence naturally, and they have gone out of the picture the same way, often before the trade generally realizes it. Custom and habit for easy figuring kept the idea of "Group 3" alive long after its importance as a price basis had disappeared.

Now the industry welcomes new overseas price bases in the Middle East and Venezuela, but how long they will rule will just depend on where the ever aggressive oil industry finds more big fields with the drill.

Watch for some price bases to come from all the oil being found in Canada, indeed a great oil producing area. The bases will not be determined in advance by any scientific calculation with trigonometry and the slide rule. They will be decided by a bunch of men in a hurry with a lot of crude or products to sell. And some would not know a slide rule if they saw it.

South Carolina Jobbers Ask Fair Share Of Supplier Hikes in Fuel Oil Output

MYRTLE BEACH, S. C.—The biggest problem facing South Carolina jobbers, right now is fuel oil. They are worried about supply, and they want pricing cleared up.

Members of South Carolina Oil Jobbers Assn., meeting here July 22-23, were told that several suppliers in the state have indicated they will not guarantee a supply of distillates to jobbers next winter "in excess of last season's purchases."

Result: The association fired off a protest in the form of a resolution asking suppliers to allocate to jobbers "an increased supply of kerosine and fuel oil in the same proportion as their increase in production."

The resolution recalled the recent prediction of Petroleum Administration for Defense that there will be a 17% increase in demand for distillate fuel oil during the next heating season. It also noted the request of Defense Mobilizer Steelman for "increased production with equitable distribution."

The resolution then pointed out that "over half of the consumers in South Carolina have been supplied fuel oil in previous years through Independents, and any policy of allocation such as 'the-same-as-last-year' to jobbers would either prevent the accomplishment of the objective, or else destroy the historical pattern of distribution." Copies are being sent to South Carolina suppliers, Mr. Steelman and PAD Administrator Chapman.

Pricing Chaos—The association's business session revealed "tremendous confusion" over the recent price hikes granted by Office of Price Stabilization for heating oils on the East Coast. However, the association took no official action. Otis Ellis, general counsel for National Oil Jobbers Council, has told South Carolina jobbers he is working for clarification.

Training a 'Must'—Addressing the convention, which had record attendance, was L. T. White, director of education and business research for Cities Service Petroleum, Inc., New York. He stressed the value of jobber training programs and recommended that the association take advantage of distributive education courses available from the state of South Carolina. This could be for dealers and employes, as well as for the jobbers themselves.

Tight Manpower—Mr. White stated that a survey in May of 20 South Carolina distributors showed they want information on these main problems:

—Where to find men for service stations. Where to find truck drivers and capable employes for other positions.

—How to speed up collections.

—How to raise capital.

—How to plan expansion.

Almost all the distributors want reliable, qualified men. They said the shortage of men in oil marketing today would become greater as the demand for oil grows.

Why Men Quit—"Where have the men gone?" Mr. White said the answer generally was "to the bomb plant at Augusta or the Navy Yard at Charleston." The expressed reason for changing jobs was to get more money.

However, Mr. White pointed out that causes for resignation in several lines of business have been carefully studied. This showed that the reason for resigning given to the employer is rarely the true reason.

The truth: "Men quit to get ahead. They will go where advancement is planned, and where training is part of the plans. That's the principal reason why men leave small business to work for corporations and governments."

Training Pays Off—Mr. White concluded with these points:

1. Payroll is the second largest item of a distributor's expense.

2. Experience has shown that a sum equal to 5% of the payroll spent in training will add 20% to the employe's results accomplished.

3. Instruction of employes and dealers will often produce higher rates of return than *construction* of warehouses or service stations.

Program Plans—After hearing P.G. Waters, South Carolina supervisor of distributive education, describe courses available to jobbers, employes and dealers, the association began planning a long-range training program.

Labor Pool for Jobbers?

MYRTLE BEACH, S. C. — One way to help lick labor woes was suggested to South Carolina jobbers last week by L. T. White of Cities Service, as follows:

"As a solution to the manpower problem, South Carolina Oil Jobbers Assn. might publish a bulletin naming those who wish jobs, and listing jobs awaiting men to fill. No man should ever need to leave oil marketing in this state to advance."

Jobbers Back OIIC Aims

SAVANNAH, Ga.—Georgia Independent Oilmen's Assn. unanimously adopted a resolution endorsing the objectives of the Oil Industry Information Committee at the association's July 25-26 meeting here.

The group also heard an address by Vernon H. Jones, manager, store planning and merchandising laboratories, Goodyear Tire & Rubber Co., Akron. He stressed that good display of merchandise at service stations should include a display card, or demonstration device, which will serve as a "sales prompter" for the station staff.

More Fixtures—Many stations are not making the best use of available display space, Mr. Jones said. Putting in the right fixtures can provide three or four times as much space for display, as is taken up by the floor area of the fixtures. There should also be as many fixtures installed as possible, without overcrowding. The more fixtures, the greater the pay-load, he explained.

Dealers should also be told to display more of the merchandise that sells easily, and less of the merchandise that remains on the shelves to gather dust, said Mr. Jones. At the same time dealers need to be told how to buy the right merchandise in the right quantity and at the right time. Then if the most attractive items are chosen for display, and featured in advertising and promotion, sales will be speeded up, while expense per transaction will be held at a minimum, he concluded.

Wisconsin Jobbers Irate Over Reported Margin Cuts

MADISON, Wis.—Editorial in the Wisconsin Petroleum Assn. publication for members urges suppliers to "cut out all the flowery approaches to the jobber on the one hand and

the stabs in the back on the other." Executive secretary of the association is Ken C. King.

The editorial was sparked by reports reaching the association that major suppliers in Wisconsin are reducing jobbers' fuel oil margins by 0.25c per gal.

"If this is true, and we do have proof so far as one supplier is concerned, it is high time these loud mouthed, brass hats of the major oil companies get down off their stilted bandwagon and learn what is going on in the marketing branch of the industry," the editorial asserted.

Recalling that "much ado" was made at the Boston meeting of the API Marketing Committee last May about setting up a subcommittee, among whose undertakings would be "to seek to encourage a better understanding by jobbers and suppliers of each others' problems," association commented:

"This latest little episode on the part of suppliers is certainly not going to foster any better relations between the jobber and his supplier."

Tighter Oil Restrictions Urged in North Carolina

RALEIGH, N. C.—A recommendation that more teeth be put in North Carolina's antitrust laws reportedly has been made to the Governor's Special Committee to study gasoline pricing practices by the state Attorney General's office. It includes stricter requirements on sales to the state.

The situation resulted from widespread retail price wars that developed in the state last year. Attorney General McMullan not only implied that major oil companies were lowering prices "for the purpose of injuring competition" but that North Carolina motorists were being victimized by "price fixing" and being saddled with an extra cost of $15 million annually.

Governor W. Kerr Scott established the committee at the request of Mr. McMullan to investigate the situation and come up with recommendations for the state legislature.

Recommended changes in the laws reportedly would make it easier to secure proof of violations and, in some instances, put burden of proof on the companies.

A proposed amendment to the state purchase and contract law would allow the Board of Purchase and Contract to make a company justify a price differential in favor of consumers in other states before it would be eligible for a North Carolina contract.

It is still uncertain whether these recommendations actually will be presented to the legislature next year.

OPS Planning Fuel Oil Margin Relief Based on Net Profits; NOJC Protests

WASHINGTON—It appeared almost certain at NPN press time that Office of Price Stabilization would go ahead with "jobber earnings standard" relief based on "net earnings" rather than "margins" as the determining factor—despite last-minute efforts by National Oil Jobbers Council and others to delay issuance of the order.

Relief for jobber margins had its origin in recent East Coast supply-price developments, and applies at present only to fuel oil. There is a possibility that similar relief on gasoline margins may be considered in the future—if the need becomes evident—but no steps have been taken in this direction.

The order already has been signed by members of the OPS Clearance Committee, but it was being held up there temporarily for possible conference with NOJC representatives before being forwarded to Price Stabilizer Arnall for signature.

Only possibility of change seems to be overruling by Stabilizer Arnall himself or, and this chance was more remote, a shift of attitude within Clearance Committee as a result of discussions with NOJC.

NOJC President John Harper and NOJC Chief Counsel Otis Ellis met May 28 with OPS Chief Counsel Joseph Freehill, but there were no immediate indications that the two jobber officials had succeeded in reversing the agency opinion.

OPS Thinking—Clearance Committee thought, in a nutshell, was this:

OPS Industry Earnings Standard has been modified as far as we are willing to go to fit circumstances of oil jobbers. Practically all of record-filing requirements have been waived. Jobbers' earnings are to be determined on comparison of single pre-Korea and single post Korea year—rather than on basis of three best years, 1946-1949.

Requirement that jobbers show "net worth" has been waived. Mandatory rounding-off price increases to nearest tenth of cent has been waived where it would result in no increase. Financial reporting form has been "streamlined" to fit jobbers.

Unlike Herlong Amendment to the Defense Production Act for the benefit of other types of wholesalers, adaptation operates on "net earnings" rather than "gross earnings."

Therefore, if OPS goes further and accepts the "margins" position, it will make a "mockery" of the Industry Earnings Standard and other industry probably would demand the same treatment.

Contact with NOJC—That apparently is the prevailing OPS attitude at the policy stage, although it is no great secret that the Petroleum Branch has made it quite clear it disagrees with that position. Roland Preisman, special adviser to the Chemicals and Fuels Division, OPS, is expected to present the facts to NOJC meeting July 31 and Aug. 1 at Traverse City, Mich.

The branch drafted the original proposal on a margin basis and is sticking by that stand as the only feasible solution, although it redrafted the order at the direction of the Clearance Committee.

Meanwhile, the Senate Small Business (Sparkman) Committee may intercede to halt the issuance of the order. Up to now, the committee has been interested in expediting it as a means of aiding small Independent oil jobbers and, as of last week has been assured that the issuance would come this week, with the order written in accordance with jobbers' suggestions; that is, based on the margins approach.

The committee aide expressed surprise that the snag had developed and said that the group will look into it.

Jobbers Ask Delay—NOJC on July 25 wired OPS, requesting such delay on the grounds that the new approach would afford little, if any, relief because it failed to give full attention to jobber trade practices and earnings situation.

At press time, NOJC was to meet with the Clearance Committee to discuss the matter. It was expected that jobbers' representatives would, as a minimum, press for delay so that comprehensive facts could be presented on why margins approach should be used as the determining factor. However, it was barely possible that NOJC might prevail on the Clearance Committee to change its mind on the basis of factors already presented during the original drafting of the order.

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Oil Fights Fair Deal Attack by Telling Truth

Oil men are well justified in viewing with suspicion the reported effort of the Department of Justice to get PAD to accept without protest cancellation by the Department of the "official" approval it gave PAD several months ago for oil companies to work together to meet dislocated conditions in world demands for petroleum created by oil strikes in this country on top of the Iranian shutdown, without danger of antitrust prosecution.

This effort to remove a protective screen from oil companies operating particularly abroad was begun about the time the Department decided to begin a criminal grand jury investigation of oil companies generally, but particularly of those operating abroad, who might be most interested in being members of foreign cartels. As it might be hard for any two lawyers to agree upon just exactly what is a cartel, and especially one that might be illegal in this country when American companies are allowed by foreign laws to hold only a minority stock interest in their foreign companies and in turn have only a minority voting interest on a board of directors, oil men rather raised their eyebrows that the Department of Justice should propose a "criminal" grand jury investigation instead of a "civil" one. It looks as if the Department might be out for real blood to make its shield more impressive, as the penalty in the criminal investigation would be fines and imprisonment as against a court order to do whatever it was differently.

What makes the action of the Department of Justice all the more puzzling is that there is possibly today greater need for a plan and an operating committee that could at once attack any threatened shortage over the world, because Iran promises to continue to be shut down for a long time to come and demand elsewhere is greatly increasing.

In view of some past acts of the American government the question naturally arises: Is the Department about to parallel what it did to the oil industry back in 1936, when it indicted a good part of it for doing what the government had specifically authorized it to do to get the country out of the "great depression" and prove the efficacy of the New Deal? Why, indeed, with PAD still declaring possible need for action, should the Department of Justice now take on itself, to try and withdraw the legal shelter under which we would aid our allies and friendly nations of which President Truman bragged so much at Chicago last week?

The Department of Justice, all these 20 years since the start of the New Deal, has not built up a reputation of being very scrupulous of fact, of good law, of fair dealing or keeping the government's word. That is all the more reason why the oil industry should be meeting, as it is, this current threatened attack of the Department of Justice by entering its denials of alleged crime even though only in newspaper stories, thus countering such charges as it can at once. This is contrary to all previous practice, but it is highly necessary in the light of the Department of Justice method of writing up a big statement of alleged crime and getting it all printed by filing it in court. The charges are so many, cover such a period of time, and generally are so untrue that the defendant companies with a few hundred points or even several thousand points to check, often elsewhere in the world, cannot completely answer the charges short of many months, or longer, while in the meantime the Department has benefited from the printing. Often the Department will issue other press "releases" on the subject as it files motions.

The Standard of New Jersey started fighting back on the appearance of the first newspaper stories of this proposed attack. Other companies are putting out similar statements and, as the district attorney of the District of Columbia, where the grand jury will consider the government's charges, has said that he will not prevent witnesses from making public what they have testified to in the grand jury, it is to be greatly hoped that the oil companies also will see that pertinent testimony of their own people who are witnesses are made public, so that all may know what is going on in what otherwise would be a star chamber inquisition.

One of this country's greatest problems today is the correct relationship between industries and government and the public. Industry is so vast and so complex that it is difficult to get an understanding of even part of any industry over to the public. And there are plenty of officials in government and Congress and legislatures who are only too willing to take advantage of this difficulty of communication between industry and the public, to make downright false statements about industry.

So, it is very much in the interest of everyone for industry to talk as quickly, as clearly, as fully as it can, and always accurately and wholly truthfully, to the public, as well as to court and legislature, when public discussion is prompted by anyone on industry problems. Then too, the rest of the oil industry has a direct interest in knowing promptly and accurately what is going on in such attacks. The Standard of New Jersey did the industry a real service in the speed with which it sent its president's statement to its stockholders and employes and to the public and oil press.

Industry today being owned by many millions of people with millions working for it for all their lives, has no business having or doing anything that cannot and should not be told to everyone except such personal and competitive trade secrets, processes etc., that the individual company is justly entitled to have and which makes the company more effective in the competitive battle for the customer's dollar.

All else should be frankly told the owners that they may pass judgment on the acts of their officials and, if they see fit, help the officers contend with any unfair public officials.

ATLANTIC COAST

Co-ops Have Cried 'Cartel' in Past; Are They Whispering in DJ Ear Now?

By Raymond E. Bjorkback, *Eastern Editor*

Conjecture that it's the petroleum co-operative interests who've got two government agencies seeing visions of an "international oil cartel" may or may not be well founded.

One need go back only about two years for a "promise that the Federal Trade Commission would bring out some such report as the Justice Department now has borrowed from FTC as the basis for a grand jury investigation.

That tip-off came from John C. Carson, who used to be a director of research and information for the Co-operative League in Washington. On Feb. 16, 1950, no more than five months after his appointment as a member of the FTC, Mr. Carson announced he had initiated an investigation of possible cartel arrangements in international oil operations.

Last March, a co-op publication, the *Co-operative Builder* reported:

"The oil industry is on the monopoly carpet as a result of a two years study directed by John Carson. The co-operatives had demanded such a study years ago, and Rep. Clarence Cannon (D., Mo.) had introduced legislation to that effect. Now that the study is completed the co-ops will see to it that it will produce some action, not remain an exercise of researchers at the taxpayers' expense."

Co-op leaders for years have interested themselves in the foreign scene, as witness the offer of Howard A. Cowden, Kansas City, Mo., Consumer Co-operative Assn., and the International Co-operative Petroleum Assn., to act as mediator in the Anglo-Iranian oil squabble last year, and his plan for handling Iran's oil on an international co-operative basis.

The co-ops have eyed the South American scene, too, particularly Venezuela.

And they've envisaged their international association as a potential "number one international trust buster," in the words of the Swedish co-op leaders, A. Johannson and Thorsten Odhe on the occasion of the association's founding in 1946.

Time after time, co-op leaders have gone into various world forums with protestations about "trusts and monopolistic cartels," or "cartel-rigged petroleum prices," etc.

Notable in this connection was the resolution which the International Co-operative Alliance got before the Economic and Social Council of the United Nations in 1947, proposing "the immediate need of placing control and administration of the oil resources of the world under an authority of the United Nations, and, as a first step in that direction, the oil resources of the Middle East."

This was backed by two alliance briefs in which the "predatory instincts of profit chasing, monopolistic combinations" were acidly attacked.

The co-ops failed to get the UN into a world oil study along the lines of their criticism, but, "they gained new ammunition for their future campaigns," in the view of a 1947 study which the Petroleum Industry Research Foundation, New York, brought out for the Empire State Petroleum Assn. and the Illinois Petroleum Marketers Assn.

Could be that the currently suppressed FTC report on an "international oil cartel" is part of a new campaign of the co-ops.

One thing is certain: Their tactics play right into the hands of the Soviet's propagandists, who don't miss many opportunities to discuss "the American and British monopolies" in such papers as *Pravda* and the *New Times*.

MIDWEST

OIIC Success Depends on How Well Majors Explain Small Business Aid

By Leonard Castle, *Midwest Editor*

H. F. Horning, secretary of the Northwest Petroleum Assn. and of the National Oil Jobbers Council, has for the past several years been one of the severest critics, as well as one of the best friends, of the Oil Industry Information Committee program. For that reason, the thoughts he voiced at a recent steering committee meeting of the Minnesota-Dakotas OIIC are worth sober study by every jobber debating with himself what part he should play, if any, in helping to promote the public relations program.

Mr. Horning makes the point that the OIIC has failed to arouse the interest and participation of many Independents because the major companies have failed to show jobbers and dealers the constructive things that big business in the oil industry is doing to help small business.

As a result of this failure, he contends, numerically half of the industry has failed to participate in the OIIC program because "they have felt that their growth has been deliberately stunted by unfair competition."

"If we admit (and I think we do), that many jobbers and many dealers look upon this program as a probig business project, it is up to you, and me, and our co-operative organization here, to change that thinking," he argues. "Just as we preach the gospel of prosperity and health for all the industry, even as we attempt to educate our people to the fact that for them to be healthy the entire industry must be healthy, so must we make them see that this OIIC program is just as beneficial to them as to anyone else.

"I strongly feel that if you men will take the time, and devote the effort to show the jobbers and the dealers just a few of the many constructive things that *big* industry is doing for *small* industry, you will realize a great deal more of enthusiastic participation by those people."

* * *

This should be an easy and pleasant job for the supplying companies because "you have so much to tell them," he notes. He pointed out that the Northwest association opened the door for the supplying companies at its Duluth conference in June when it presented a panel discussion by jobbers reporting the business aid

jobbers could expect from their suppliers.

"The door is open," Mr. Horning continues. "It is up to you company men to open it further, by personal contacts designed to educate, and to overcome any ill feelings, animosities, or poisons which may erroneously have existed in the minds of your jobbers and dealers toward the OIIC program. Then and only then, can we achieve the goal of winning friends for the industry, by all the industry."

* * *

Mr. Horning warns that members of the jobbing segment should not lay industry ills at the OIIC door—"nor should we sabotage the program because of an inter-family quarrel." He points out there are other forums for that.

Public relations, he notes, is not something to be stuffed in the mail and then forgotten. On the contrary, "public relations goes on every single waking hour of our industry lives, whether we want it or not."

"It is just as contagious as a disease. Or as contagious as an infectious smile. It passes consciously or unconsciously to everyone around us, everyone who sees us, or hears of us directly or indirectly. A clean truck driven by a neat and courteous driver, is good public relations. A dissatisfied and grumbling employe is bad public relations. Junky service stations are bad relations, as are accidents and other things which need not be mentioned here.

"The point we do need to make here is that every employe, of every company, in every town, in every hour, of every day, is engaged in dispensing either good, bad, or indifferent public relations. We as industry leaders have the responsibility of seeing to it that those people are making friends for the industry which they serve, and which, in turn, serves them."

PACIFIC COAST

Major Keeps Pace with Market Growth Under Station-a-Week Building Plan

By Frank Breese, *Pacific Coast Editor*

A new retail station every six and one half days is the construction pace Tide Water Associated has kept up in the West during the past two years, the company has reported. In that time, 121 new stations have been opened or are approved and ready for construction, it said.

Associated, as the company is known in the Far West, has approximately 3,000 dealers in that area. Its retail expansion program has been carried out to spot new outlets in accordance with changing conditions and fast area growth.

Associated said it keeps three objectives in mind when adding new stations: (1) to provide outlets on new highways, altered highways, freeways and other routes; (2) to provide outlets in newly developed residential areas; and (3) to provide more outlets in localities where representation has been inadequate.

Pointing out how each station must be treated as an individual problem, Associated reported that its new San Anselmo, Calif., station is located on a fill over a creek. Space is so limited, only one pump block could be built. Double pumps were installed on the pump block, enabling delivery of premium and regular from both sides.

At Sacramento, Calif., only one pump block was built in a new station. But plans were made for a second, and lines were "stubbed in" to the location so it may be installed without tearing out the surface, if business requires it.

Associated, which has been tending toward open layouts in the West, said it has been devoting a lot of study to signing and lighting. It said its aim is to make every new station "a living billboard for Flying A dealers everywhere."

* * *

Gradual buildup of the West Coast petroleum stockpile, heavily drained by Korean demands, is reflected in Bureau of Mines reports.

Low point was reached in February, when District 5 (West Coast) had total stocks of 82,379,000 bbls. In June, 1950, when the Korean war started, stocks totalled 105,056,000 bbls. So, in 20 months, the decline was over 22.5 million bbls.

Inventories rose slowly in March and April, then spurted up 2.5 million bbls. in May, lifting the stockpile to 85,303,000 bbls., the Bureau says.

Since April 1, supply has been running ahead of demand. In June, it was 100,000 b/d over demand; and has kept ahead in July, though the rate slackened to 75,000 b/d.

Despite improved inventories, gasoline is still reported in tight supply. Demand, which was under 400,000 b/d in early spring, has jumped to 480,000 b/d this month.

One explanation for the shift is the sharply reduced demand for stove oil and fuel oil—off 190,000 b/d since February, according to B. of M. figures. That offsets higher gasoline demand and accounts for the fact that supply is exceeding demand.

* * *

A compilation of West Coast 1951 refining capacity just issued by the Bureau of Mines shows that throughput capacity was 13,950 b/d less on Jan. 1, 1952 (1,161,500 b/d) than a year previous. Furthermore, 79,750 b/d of that capacity was idle.

Construction under way will increase crude throughput capacity 46,000 b/d this year, said the Bureau. It cited expansion at Union Oil's Los Angeles refinery and at the Bakersfield refineries of Norwalk Co. and Sunland Refining Co.

* * *

Standard of California's announcement that it has bought land near Seattle for a "possible" refinery has touched off another blast of speculation in the Pacific Northwest.

Even though Standard said it has no present plans, the general feeling in Seattle is that a company wouldn't put out nearly $1 million for land unless its intentions were fairly serious.

* * *

Shell Oil recently completed a $100,000 loading rack at its Martinez, Calif., refinery which is regarded a big improvement in loading asphalt trucks and trailers.

New facilities have eliminated long loading lines with attendant line flushes. Loading is by gravity flow from hot asphalt tanks. A truck and trailer can be loaded and dispatched in 15 minutes, compared to the previous 45 minutes. Shell expects that an average of 60 trucks and trailers can be loaded in 24 hours.

* * *

Standard of California has added another movie to the series it has made for dealers who operate lessee stations. In this film, called "Speedy Recovery," the management problems of individual dealers are illustrated, and solutions shown. This deals with employe troubles.

The film, shown at dealer meetings, is followed by a discussion. Says Standard, "Movies are wonderful teachers. They are easy to take, and the message sticks. Our dealer sales organization has used them to get points across to Chevron dealers with great success."

J. P. Mosher, Jr., Market Editor, NPN and Platt's OILGRAM Price Service, 50 West 50th St., New York (20), COLumbus 5-1095
Other OILGRAM News Bureaus: Cleveland (13) 1213 West 3rd St., CHerry 1-7272 • Chicago (5), 59 East Van Buren St., HArrison 7-5901 • Washington (4), 1046 National Press Building, NAtional 8477 • Houston (2), 320 First National Bank Bldg., ATwood 0412.

Distillate Prices Rise on Eastern Seaboard

The nation's refiners and marketers were presented with varied, up and down developments in fuel oil prices during the past week.

Prices for distillates were increased by a number of sellers along the Eastern Seaboard. At the same time, negotiations for "discount" No. 2 fuel oil were going on at New York Harbor.

At the Gulf, several cargo lots of 48-52 D.I. gas oil were sold at 8.5c, a new high for this product in recent months. However, in the Mid-Continent, No. 2 heating oil sank to a new 1952 low of 7.25c, tank cars, Group 3.

Settlement of the steel strikes failed to stem entirely the tide toward lower prices for fuel oils. Chicago tank wagon postings slipped 0.25c. On the other hand, ships' bunker prices at principal ports on the Gulf Coast failed to ease along with reductions posted in the Caribbean, but bunker prices in Europe and the Far East were down (see below for details).

In Venezuela, Creole Petroleum Corp. announced initial, public postings for 15 types of crude, effective July 23 (see story on p. 60).

On the East Coast, Esso Standard Oil announced an increase of 6c per bbl. in its prices for marine Diesel oils, effective July 24, at its principal terminals. The company's new prices for marine Diesel medium fuel oil were advanced to $4.24 per bbl. at New York, Philadelphia, Baltimore, and Norfolk, $4.28 at Boston, and $4.18 at Charleston and Wilmington. For heavy Diesel, Esso's new price is $3.91 at New York, Philadelphia and Baltimore.

Further south, Standard Oil (Kentucky) made an increase of 0.15c per gal. in its kerosine and No. 2/Diesel fuel tank car prices to consumers, effective July 22. For No. 2/Diesel fuel, the company's new tank car prices to consumer buyers (0.15c higher than to resellers) are: Savannah, 10.6c; Jacksonville, 10.55c; Port Everglades, 10.65c; and Port Tampa, 10.4c.

In Chicago, on the other hand, a reduction of 0.25c per gal. in its tank wagon prices for heavy fuel oils was posted by Standard Oil Co. (Indiana), effective July 23, an NPN check of the company's bulk plants revealed. Standard's new tank wagon prices for 1-749 gal. deliveries are 10.15c for Stanolex fuel A and 9c for Stanolex fuel C, and for larger deliveries 9.4c and 8.25c for the two products respectively.

In the Mid-Continent, prices for light fuel oils eased along with those for residual. No. 1 fuel was quoted at 8c, tank cars, for Group 3 shipments, off 0.5c and quotations reported by refiners for No. 2 fell 0.625c to 7.25c.

While there were no changes reported in heavy fuel prices in the Mid-Continent, tank car marketers said that No. 6 could be bought as low as $0.60 per bbl., for resale, and the same material was available from several sources at $0.70 per bbl.

Difficulties in marketing heavy fuel in the Mid-Continent are such that two small refiners—one in West Texas and one in Kansas—may be forced to suspend operations, according to reports of trade sources in the areas.

It has become evident to many in the industry that the refinery strikes in May did much to head off a period of general oversupply. Since May, there has been no easing in tank car, barge, or cargo prices for gasoline, although cut prices at the service stations once again are beginning to appear.

In Flint, Mich., Indiana Standard reduced its tank wagon price for Red Crown (regular-grade) gasoline 1c to 10.8c (ex 6.5c state and federal taxes), for a total cut of 4.2c since a retail price war flared up a week earlier (see July 23 NPN, p. 33). Retail prices in Flint were described as "all over the lot," with both private and major brands retailing as low as 13.4c (ex taxes). Prior to the price cutting, most stations were at 20.7c.

In Philadelphia, where gasoline prices once again were beginning to slip at retail, one of the largest volume gasoline outlets in the city, and a bellwether station in the price war of late 1951-early 1952, changed brands. This multi-pump station at the corner of Hunting Park Ave. and Fox, discontinued Esso gasoline and began handling Richfield 101 on a long-term supply arrangement. The 12-pump outlet is one of the choicest locations in Philadelphia, and while gallonage figures were not disclosed, volume is estimated at "in excess of 200,000 gals. per month" at the single station.

Philadelphia trade sources said that a "generous sprinkling of the city's service stations recently have reduced postings to 16.9c (ex 7c state and federal taxes) for regular-grade. The so-called "normal" is "about 19.1c." Tank wagon price of most large Philadelphia marketers is 14.7c (ex taxes).

Reports of specialty products included an easing in quotations for propane, Group 3 basis, as a result of the work stoppages in the steel trade (see p. 60).

In the Gulf Coast lubricating oil trade, solvent refined Mid-Continent grade bright stock was offered 1c lower, and neutrals fraction to 1c lower for export at the Gulf July 23. Lubricating oils at the Gulf have eased steadily past three weeks, several majors and buyers said.

Export quotations for solvent bright ranged from 32c to 34c, FOB ship, the Gulf, with refiner reporting sale at 32c. Some sources, however, stated that occasionally material could be obtained at 31c, and one major reported "indications of inter-refinery material at 30c (the Gulf)."

Low quoted prices for solvent neutrals were as follows: 100 vis., 20c; 200 vis., 21c; 300 vis. 23c; 500 vis., 26c. Prices of these grades also are subject to "shading," some sources said.

In foreign markets, bunker "C" fuel prices to the marine trade were reduced in a majority of the world's bunkering ports—5/- per long ton at most points in the United Kingdom and Europe, $0.70 per ton in Africa and the Far East, 10c per bbl. in Venezuela, other points in the Caribbean, and at Aalara, Peru, and in amounts

Summary of Daily Gasoline Prices (July 22 through July 28)

	Monday July 28	Friday July 25	Thursday July 24	Wednesday July 23	Tuesday July 22
Motor Gasoline 93 Oct. (Premium):					
N. Tex. (Texas & New Mex. shpt.) ..	13.2-13.25(2)	13.2-13.25(2)	13.2-13.25(2)	13.2-13.25(2)	13.2-13.25(2)
W. Tex. (Texas & New Mex. shpt.) ..	12.5	12.5	12.5	12.5	12.5
E. Tex. (Truck Tnsp.)	13	12	13	12	13
Cent. W. Tex. (Truck Tnsp.)	....	....	....	....	....
Motor Gasoline 90 Oct. (Premium):					
N. Tex. (Texas & New Mex. shpt.) ..	12.75(2)	12.75(2)	12.75(2)	12.75(2)	12.75(2)
W. Tex. (Texas & New Mex. shpt.) ..	12.5-12.75	12.5-12.75	12.5-12.75	12.5-12.75	12.5-12.75
E. Tex. (Truck Tnsp.)	11.75-12.75	11.75-12.75	11.75-12.75	11.75-12.75	11.75-12.75
Cent. W. Tex. (Truck Tnsp.)	....	....	....	....	....
Motor Gasoline 88 Oct. (Premium):					
Okla., Group 3 (Okla. shpt.)	(3)11.5-11.875	(3)11.5-11.875	(3)11.5-11.875	(3)11.5-11.875	(3)11.5-11.875
Okla., Group 3 (Northern shpt.)	(5)11.375-11.75	(5)11.375-11.75	(5)11.375-11.75	(5)11.375-11.75	(5)11.375-11.75
Midwestern (Group 3 basis)	(3)11.375-11.75	(3)11.375-11.75	(3)11.375-11.75	(3)11.375-11.75	(3)11.375-11.75
N. Tex. (Texas & New Mex. shpt.) ..	(2)12-12.75	(2)12-12.75	(2)12-12.75	(2)12-12.75	(2)12-12.75
W. Tex. (Texas & New Mex. shpt.) ..	12(2)	12(2)	12(2)	12(2)	12(2)
E. Tex. (Truck Tnsp.)	(2)11.75-12	(2)11.75-12	(2)11.75-12	(2)11.75-12	(2)11.75-12
Cent. W. Tex. (Truck Tnsp.)	12	12	12	12	12
Motor Gasoline 86 Oct. (Premium):					
N. Tex. (Texas & New Mex. shpt.) ..	12	12	12	12	12
W. Tex. (Texas & New Mex. shpt.) ..	11.75-12	11.75-12	11.75-12	11.75-12	11.75-12
E. Tex. (Truck Tnsp.)	11.75	11.75	11.75	11.75	11.75
Motor Gasoline 84 Oct. (Regular):					
N. Tex. (Texas & New Mex. shpt.) ..	10.75-11.7	10.75-11.7	10.75-11.7	10.75-11.7	10.75-11.7
W. Tex. (Texas & New Mex. shpt.) ..	10.75-11.25	10.75-11.25	10.75-11.25	10.75-11.25	10.75-11.25
E. Tex. (Truck Tnsp.)	10.75-11.25	10.75-11.25	10.75-11.25	10.75-11.25	10.75-11.25
Cent. W. Tex. (Truck Tnsp.)	....	....	....	....	....
Motor Gasoline 82 Oct. (Regular):					
Okla., Group 3 (Okla. shpt.)	(4)10.5-10.875	(4)10.5-10.875	(4)10.5-10.875	(4)10.5-10.875	(4)10.5-10.875
Okla., Group 3 (Northern shpt.)	(5)10.375-10.625	(5)10.375-10.625	(5)10.375-10.625	(5)10.375-10.625	(5)10.375-10.625
Midwestern (Group 3 basis)	(4)10.375-10.5	(4)10.375-10.5	(4)10.375-10.5	(4)10.375-10.5	(4)10.375-10.5
N. Tex. (Texas & New Mex. shpt.) ..	10.75-11.25	10.75-11.25	10.75-11.25	10.75-11.25	10.75-11.25
W. Tex. (Texas & New Mex. shpt.) ..	10.75-11	10.75-11	10.75-11	10.75-11	10.75-11
E. Tex. (Truck Tnsp.)	(2)10.75-11	(2)10.75-11	(2)10.75-11	(2)10.75-11	(2)10.75-11
Cent. W. Tex. (Truck Tnsp.)	10.75	10.75	10.75	10.75	10.75
Motor Gasoline 80 Oct. (Regular):					
Okla., Group 3 (Okla. shpt.)	....	....	....	....	....
Okla., Group 3 (Northern shpt.)	....	....	....	....	....
Midwestern (Group 3 basis)	....	....	....	....	....
N. Tex. (Texas & New Mex. shpt.) ..	10.75-11.25	10.75-11.25	10.75-11.25	10.75-11.25	10.75-11.25
W. Tex. (Texas & New Mex. shpt.) ..	(2)10.75-11	(2)10.75-11	(2)10.75-11	(2)10.75-11	(2)10.75-11
Motor Gasoline 80 Oct. M & below:					
Okla., Group 3 (Okla. shpt.)	9.625-10.125	9.625-10.125	9.625-10.125	9.625-10.125	9.625-10.125
Okla., Group 3 (Northern shpt.)	9.375-9.875	9.375-9.875	9.375-9.875	9.375-9.875	9.375-9.875
Midwestern (Group 3 basis)	9.75(2)	9.75(2)	9.75(2)	9.75(2)	9.75(2)
N. Tex. (Texas & New Mex. shpt.) ..	9.75-10.8	9.75-10.8	9.75-10.8	9.75-10.8	9.75-10.8
W. Tex. (Texas & New Mex. shpt.) ..	(2)10.25-10.5	(2)10.25-10.5	(2)10.25-10.5	(2)10.25-10.5	(3)10.25-10.5
E. Tex. (Truck Tnsp.)	9.875-10.5	9.875-10.5	9.875-10.5	9.875-10.5	9.875-10.5
Cent. W. Tex. (Truck Tnsp.)	10-10.4	10-10.4	10-10.4	10-10.4	10-10.4
Motor Gasoline 92 Oct. (Premium):					
New York harbor	13.85-15	13.85-15	13.85-15	13.85-15	13.85-15
New York harbor, barges	13.75-14.9	13.75-14.9	13.75-14.9	13.75-14.9	13.75-14.9
Philadelphia	15.15-15.2	15.15-15.2	15.15-15.2	15.15-15.2	15.15-15.2
Philadelphia, barges	15.05	15.05	15.05	15.05	15.05
Baltimore	12.9-15(2)	12.9-15(2)	12.9-15(2)	12.9-15(2)	12.9-15(2)
Baltimore, barges	12.8	12.8	12.8	12.8	12.8
Motor Gasoline 90 Oct. (Premium):					
New York harbor	13.85-14.35	13.85-14.35	13.85-14.35	13.85-14.35	13.85-14.35
New York harbor, barges	13.75-14.25	13.75-14.25	13.75-14.25	13.75-14.25	13.75-14.25
Philadelphia	15.15	15.15	15.15	15.15	15.15
Philadelphia, barges	15.05	15.05	15.05	15.05	15.05
Baltimore	12.9-13.25	12.9-13.25	12.9-13.25	12.9-13.25	12.9-13.25
Baltimore, barges	12.8-13	12.8-13	12.8-13	12.8-13	12.8-13
Motor Gasoline 85 Oct. (Regular):					
New York harbor	(3)12.85-13.6	(3)12.85-13.6	(3)12.85-13.6	(3)12.85-13.6	(3)12.85-13.6
New York harbor, barges	12.5-13.4	12.5-13.4	12.5-13.4	12.5-13.4	12.5-13.4
Philadelphia	13.7-13.9	13.7-13.9	13.7-13.9	13.7-13.9	13.7-13.9
Philadelphia, barges	13.7-13.8	13.7-13.8	13.7-13.8	13.7-13.8	13.7-13.8
Baltimore	11.9-13.5	11.9-13.5	11.9-13.5	11.9-13.5	11.9-13.5
Baltimore, barges	11.8-12	11.8-12	11.8-12	11.8-12	11.8-12
Motor Gasoline:					
Western Penna., Bradford-Warren:					
90 Oct. (Prem.)	13.75-14	13.75-14	13.75-14	13.75-14	13.75-14
86 Oct. (Regular)	12.75(2)	12.75(2)	12.75(2)	12.75(2)	12.75(2)
Western Penna., Oil City:					
90 Oct. (Prem.)	13.75-13.9	13.75-13.9	13.75-13.9	13.75-13.9	13.75-13.9
86 Oct. (Regular)	12.75-12.9(2)	12.75-12.9(2)	12.75-12.9(2)	12.75-12.9(2)	12.75-12.9(2)
Western Penna., Pittsburgh:					
90 Oct. (Prem.)	13.9(2)	13.9(2)	13.9(2)	13.9(2)	13.9(2)
86 Oct. (Regular)	12.9(2)	12.9(2)	12.9(2)	12.9(2)	12.9(2)

ranging from 16 to 17.5c per bbl. of 35 Imperial gals. in eastern Canada.

In United Kingdom and Europe, the suppliers of Esso Export Corp. reduced 5/- per ton (4/11 in France), effective July 24. New price posted for "C" fuel, ex shore installations, by these supplying companies is 177/6 at London, Liverpool, Hamburg, Amsterdam and Antwerp.

In Africa and Far East, Standard-Vacuum and other affiliated Standard Oil companies reduced heavy fuel to Marine trade 70c per ton, also effective July 24.

In Caribbean, Creole Petroleum Corp. reduced bunker grade of fuel oil 10c per bbl., ex shore installations, at points in Venezuela, effective July 22. Creole's new prices are $1.68 at Maracaibo, $1.90 at La Salina, $1.75 at Caripito and Amuay Bay, and $1.85 at Puerto De La Cruz.

At Aruba and Curacao, N.W.I., Lago Oil & Transport's price for bunker fuel also was reduced 10c to $1.75, July 22.

In eastern Canada, Imperial Oil's new Marine heavy fuel prices, effective July 21 with amounts of reduction in parentheses, are: Montreal, $2.995 (16c), Quebec, $3.135 (17c), St. John, N. F., $3.175 (17.5c), Halifax, $2.665 (16.5c), and St. John N. B., $2.665 (16.5c).

At Talara, Peru, International Petroleum Co. Ltd., reduced its heavy fuel price, ex terminal, to $2.40 per bbl., effective July 19.

ATLANTIC COAST

Steel Peace Seen As Relief to No. 6 Glut

Settlement of the steel strike promised some relief to the bulging tanks of No. 6 fuel oil along the eastern seaboard, according to reports the past week. The strike was a long siege, however, and many sources declared it will be several weeks before heavy fuel markets are back to normal along the coast.

Aside from efforts to move out surplus inventories of No. 6 fuel, trading was quiet at most East Coast points. The few bids for No. 2 fuel at New York Harbor generally were at 9.4c per gal., which compared with the generally posted barge price of 9.65c. There were marketers willing to take on supplemental lots of gasoline in most terminal districts, but no offerings were reported. This was to be expected, for what has plagued refiners for some weeks was that they were running large quantities of crude in order to produce extra gasoline, all the time making proportionate quantities of bunker fuel.

While no lower quotations for heavy fuel were reported, both major and Independent marketers declared that the spot position, prior to the end of the steel strike, was "exactly what a buyer wants to bid for it." However, with the end of the strike, some of the low-priced offerings were said to have been withdrawn. Just before the settlement was announced, sales of low sulfur No. 6 fuel were said to have taken place at New York Harbor as low as $2.20 per bbl., barges.

One major refiner pointed up the storage problems on heavy fuel versus crude by saying that his fuel oil sales department and crude oil department were "in a constant fight." The storage demands involved in running maximum quantities of crude have put extreme pressure on sales department to move out some of the heavy fuel, he added.

While light residual has not been in surplus to the extent of No. 6 fuel, offerings of 0-10 p.t. No. 5 oil were plentiful at most middle Atlantic points, and some at "discounts" of as much as 15c per bbl. No sales were reported, however.

GULF COAST

Export Demand for Gas Oil Strong

Gas oil for export comprised a larger portion of the sales at the Gulf during the past week. There also were sizeable inquiries for prompt quantities of both regular-grade and premium gasoline, but these requirements were hard to cover for July and August lifting. Heavy fuel oils were "weak."

Six cargoes of 48-52 d.i. gas oil reportedly were sold early in the week for forward lifting at "low *Oilgram*, date of lifting" (8.125c at time of the sale) and subsequently several additional cargoes also were sold for export at 8.5c.

The developments abroad apparently caught some of the sellers of gas oil off base, according to reports in the trade. When the Mossadegh government in Iran appeared to be on the way out, and the moderate Qavam regime established, some refiners offered substantial quantities of gas oil in the belief that the Abadan refinery might be re-opened in the near future. These offerings generally were made and accepted at "low *Oilgram*," and although only six cargo lots were confirmed, some sources estimated that "well in excess of 1,000,000 bbls." changed hands on this basis.

Later, when the Qavam government was ousted, sales took place at 8.5c. Although price ceilings prevented many refiners from getting as high as 8.5c for 48-52 d.i., opinion in trade was that some of the sellers lost a degree of flexibility by selling, far in advance, products for which demand appears to be stronger than ever.

As far as domestic trading was concerned, refiners said there was considerable shopping for distillate fuel oils by up-river midwestern buyers. One sale of barge quantities of distillate oils involved 40,000 bbls., but prices were not disclosed.

While there were no changes in prices for heavy fuel, most trade sources said that bunker "C" was "not moving at $1.65 per bbl.", the low quoted cargo price. In order to attract shy buyers, one refiner quoted a cargo to a New York reseller at $2.00, delivered, but declining rates for ocean transportation subsequently made this price available to any New York buyer willing to charter for a prompt spot voyage. No sales of gasoline or heavy fuel were disclosed.

MIDWESTERN (Chicago-E. St. Louis Area)

Light Fuel Prices Off 0.5 to 0.625c

Quotations for Nos. 1 and 2 fuels were down 0.5c and 0.625c, respectively, in Midwest last week, but price cuts failed to stimulate trading, according to reports of refiners. Gasoline still maintained its strong position with a number of refiners as buyers of material at pipe line terminals.

No change was indicated in the weak residual market. However, with agreement in steel strike reached late in the week, refiners believed that heavy fuels would "improve," but said it would be 10-14 days before resumption of steel mill operations would be felt in heavy oil market.

Refiners' quotations for No. 1 fuel ranged from 8 to 8.75c, down 0.5c on the low. Their prices for No. 2 fuel ranged from 7.25 to 8.125c, down 0.625c on the low. In some instances, tank car marketers offered these grades at still lower prices, but no trading was disclosed by marketers or refiners.

More interest was shown in residual fuel than at any time in recent weeks. A tank car marketer reported sale of 8,000,000 gals. of No. 6 to an eastern steel mill at "low of *Wall Street Journal*, date of shipment." Material will be shipped over next six months.

Also in market was marketer's inquiry for 10,000,000 gals. of No. 6 with buyer bidding $0.95 bbl. for shipment over two-year period. A large consumer/buyer of No. 6 said he had been offered low-sulfur material at flat price of $0.75 over August by a marketer. A marketer disclosed purchase of 25 cars of No. 6 (1% sulfur) from another reseller at $0.65, Group 3. Quotations reported by refiners ranged from $0.90 to $1.10; marketers from $0.75.

CHICAGO DISTRICT

Steel Agreement 'Saves' Residuals

Residual fuel prices eased slightly lower in Chicago District last week, but settlement of steel strike was seen by most local suppliers as "saving" residual fuel prices from further reductions.

No change was indicated in gasoline's strong position, and all suppliers, refiners and Independent river terminal operators, said light fuels were "unusually strong" for this time of year.

Most of Chicago's black oil suppliers believed they would be shipping product to local steel mills shortly. With pressure on storage space thus relieved, they expected cessation of the steady downward pressure on prices of the past few weeks.

Suppliers' price changes boosted range slightly for regular-grade gasoline and lowered price range similarly for residual fuels. Regular-grade gasoline was quoted from 12.1 to 12.75c, FOB Chicago District, up on the low side from 12.05c. Prices for No. 5 fuel ranged from 6.9 to 7.15c and for No. 6 fuel from 5.8 to 6.3c, both down 0.05c on the lows.

CENTRAL MICHIGAN

Light Fuels Offered in Open Market

Light fuels were available in open market in Central Michigan last week, and refiners said amounts available to spot buyers will increase unless jobbers speed up their summer-fill buying. While present situation is one of surplus at point of manufacture, refiners said Nos. 1 and 2 fuels "definitely" will be tight next winter inasmuch as current top-heavy residual inventories have forced reductions in refinery crude runs.

Residual fuels remained sloppy, refiners said, and "discounts" of as much as 0.5c were said to be common. Not all refiners, however, were long on heavy fuels. Two plants reportedly were in "comfortable" position because of recent out-of-state shipments and asphalt production.

Gasoline demand was strong with shipments about equal to production, and inventories were low to comfortable at most plants.

MID-CONTINENT

Residual Shows Signs of Life

The heavy fuel market in the Mid-Continent showed feeble signs of life last week after the steel strikes ended, but most trade sources believed it will take anywhere from 30 to 60 days for the strike settlement to have much effect on residual in Oklahoma, Texas and Kansas, due to excessive supplies already in storage.

Meanwhile, there was little change in supply and demand status of other refined products. Gasoline was strong, both locally and at northern pipe line terminals, although buying by major companies reportedly has slowed down slightly. Distillate activity was negligible, according to most refiners.

Several sales of No. 6 fuel were disclosed during week at prices ranging upward from $0.70, Group 3, for resale. Early in week, some No. 6 was offered in Oklahoma as low as $0.65, for resale, trade sources stated, but at least three offerings at $0.70 were withdrawn by suppliers late July 24 after strike settlement.

Heavy fuel market has been hard hit by the steel strike, but movements of other products as well were off last week. Diesel fuel, for instance, was in lighter demand in areas where drilling programs were halted due to lack of pipe. Naphthas and solvents also were in lighter demand as more and more industrial plants were forced down by lack of steel.

Distillate prices were off 0.625c in Oklahoma, following lower quotations reported by one refiner, although some refiners report more inquiries now than in recent past from northern buyers. Ten cars of No. 2 were purchased by an Oklahoma reseller at 7.5c, and a few other small transactions of burning oils were disclosed. Overall movement of distillates, however, continued light.

At least one major, a heavy buyer of gasoline in the Mid-Continent during past few weeks, was said to have withdrawn from the market last week. Others, however, were still looking for material through first part of August.

Marketers pointed out that, while pipe line gasoline is tight and in good demand, there is little tank car gasoline activity. Some claimed "there is no tank car market" within 100 to 150 miles of most northern terminals. Local demand in all Mid-Continent areas, however, continued good.

Crude Oil Prices

No changes were reported in crude oil prices during the week ended July 26. For complete crude price schedules see p. 61-62 of this issue.

NPN Gasoline Index

	Cent Per Gal. Dealer T.W.	Tank Car
July 28	15.36	11.65
Month Ago	15.36	11.65
Year Ago	15.02	11.67

Dealer index is an average of dealer tank wagon prices ex tax in 50 cities.

Tank car index is weighted average of following wholesale markets for regular-grade gasoline, FOB refineries or terminals: Okla., Midwest, W. Penna., Calif., N. Y. Harbor, Philadelphia, Jacksonville, Boston and Gulf Coast.

WESTERN PENNA.

Lubes Steady Despite Light Demand

Lubricating oil trading generally continued quiet in Western Penna. in the week ended July 26. Small offerings of heavy grades, however, indicated that buyers still were ready to pay "top" prices. Over-all, the steel strike has depressed demand for virtually all products.

Branded motor oils were slowed locally, most refiners said, and spot inquiries generally were few and far between. Demand for light products was off sharply, and scale wax inquiry was scant. Settlement of steel strike late in the week, however, promised rapid pickup in demand for lubes and fuel oils, refiners said.

Sale of approximately 6,000 bbls. of bright stock for export at "slightly over 31c" was disclosed by one refiner. The product was quoted at 30 to 33c, with some inter-refinery offerings and purchases made at 30c. Sales of 200 vis. neutral also were disclosed at 30c.

Cylinder stocks eased slightly although 600 flash was the only grade in which freer supply was pronounced. Several refiners said they looked for increased demand for 600 flash with pickup in rail activity following steel strike settlement. Offerings of 650 s.r. at 28c and purchase of 630 flash at 32c were reported. There was some swapping of bright stock for 630 flash, car for car.

Export inquiries for most products were slow. One refiner of petrolatums, however, reported some pickup in demand for finished grades. Sale of 75 drums of snow white at 7.25c, FAS New York, was disclosed, and one inquiry called for 100 drums of snow white and 300 drums of amber. Domestic petrolatum sales also picked up slightly.

Fuel oil demand was reduced sharply by closing of steel plants and slowing of operations in related industries. One fuel oil marketer declared that his July sales thus far had been "slowest in 10 years," adding that his shipments were "off 70% from normal."

Democrats Back Synthetics,

WASHINGTON—Decrease of 1.0% in price index for distillate fuels has dropped Bureau of Labor Statistics' over-all oil price index 0.2% to 109.2 for week ended July 22. Complete index, based on *Platt's Oilgram* quotations, is shown below for weeks ended on dates indicated (1947-49 equals 100):

	July 22, 1952	July 15, 1952	July 24, 1951	% Change July 15 to July 22, 1952
Crude and products	109.2	109.4	110.8	—0.2
Crude	109.0	109.0	109.0	....
Refined products	109.4	109.6	111.4	—0.2
Gasoline	115.0	115.0	115.0	....
Kerosine	112.9	112.9	109.7	....
Distillate fuels	112.6	113.7	112.4	—1.0
Residual fuels	86.6	87.4	101.0	—0.9
Lubricating oils	98.5	98.5	102.4	....
Natural gasoline	79.5	79.5	79.5	....

Bureau's wholesale price index for other commodities was up 0.1% for 111.2 for week ended July 22.

Prices at Refineries and Terminals and by Tank Wagon

PRICES IN EFFECT JULY 28

Prices herewith are reproduced from Platt's OILGRAM Daily Oil Price Service, associated with National Petroleum News, whose representatives in all NPN-OILGRAM offices devote their time exclusively to reporting oil industry prices everywhere.

Prices shown in tables are sales prices or quotations or general offers or posted prices by refiners, by pipeline terminal operators, and by tanker terminal operators; for current sales and shipments; for the business day or period stated; except Tank Wagon prices, prices are for bulk lots such as tank car, truck transport, barge; prices applying to barges or cargoes or truck transport lots only, so designated; FOB refineries or terminals; in cents per gal., except per bbl. where $ sign is shown; wax and petrolatums in cents per pound; ex all fees and taxes; for crude oil and its products lawfully produced and transported; reported as received by *OILGRAM* and National Petroleum News but not guaranteed; for subscribers' private use only and not for resale or distribution or publication. During period of short supply, some sellers and at times all sellers, withhold quotations to new customers or the posting of firm prices but give *OILGRAM* the prices they otherwise would quote to the trade in general and which they confine to their regular customers only and such prices appear in the price tables. Gasoline ratings are by ASTM Research Method and are minimum ratings, except where letter M is used to indicate that octane rating is by ASTM Motor Method. For further details of price conditions apply to any *NPN—OILGRAM* office or see back of any *OILGRAM* Price Service invoice.

For complete price service delivered daily from nearest *OILGRAM* publishing office, New York, Cleveland and Houston, address Platt's Price Service, Inc., 1213 West 3rd St., Cleveland 13, Ohio. Annual Subscription rate in U. S.: $150 per year, payable in advance.

GASOLINE

OKLA., Group 3 (Okla. shpt.)

88 Oct. Prem.	(3)11.5–11.875
82 Oct. Reg.	(4)10.5–10.875
80 Oct. Reg.	....
60 Oct. M & below	9.625–10.125

OKLA., Group 3 (Northern shpt.)

88 Oct. Prem.	(5)11.375–11.75
82 Oct. Reg.	(5)10.375–10 625
60 Oct. M & below	9.375–9.875

MIDWESTERN (Group 3 basis)

88 Oct. Prem.	(3)11.375–11.75
82 Oct. Reg.	(4)10.375–10.5
60 Oct. M & below	9.75(2)

N. TEX. (Texas & New Mex. shpt.)

93 Oct. Prem.	13.2–13.25(2)
90 Oct. Prem.	12.75(3)
88 Oct. Prem.	(2)12–12.75
86 Oct. Prem.	12
84 Oct. Reg.	10.75–11 7
82 Oct. Reg.	10.75–11.25
80 Oct. Reg.	10.75–11.25
60 Oct. M & below	9.75–10.8

W. TEX. (Texas & New Mex. shpt.)

93 Oct. Prem.	12.5
90 Oct. Prem.	12.5–12.75
88 Oct. Prem.	12(2)
86 Oct. Prem.	11.75–12
84 Oct. Reg.	10.75–11.25
82 Oct. Reg.	10.75–11
80 Oct. Reg.	(2)10.75–11
60 Oct. M & below	(2)10.25–10.5

E. TEX. (Truck transport lots)

93 Oct. Prem.	12
90 Oct. Prem.	11.75–12.75
88 Oct. Prem.	(2)11.75–12
86 Oct. Prem.	11.75
84 Oct. Reg.	10.75–11.25
82 Oct. Reg.	(2)10.75–11
80 Oct. Reg.	....
60 Oct. M & below	9.875–10.5

CENT. W. TEX. (Truck transport lots)

88 Oct. Prem.	12
82 Oct. Reg.	10.75
60 Oct. M & below	10–10.4

ARK. (For shipment to Ark. & La.)

88 Oct. Prem.	11.75
86 Oct. Prem.	....
80 Oct. Reg.	10.75
60 Oct. M & below	9.625

KANSAS (For Kansas destinations only)

90 Oct. Prem.	....
88 Oct. Prem.	11.6–12.375x
86 Oct. Prem.	11.5–12.125x
82 Oct. Reg.	11.375
80 Oct. Reg.	10.5–11.125x
60 Oct. M & below	9.5–10.675

WESTERN PENNA. Bradford-Warren:

90 Oct. Prem.	13.75–14
86 Oct. Reg.	12.75(2)

Oil City:

90 Oct. Prem.	13.75–13.9
86 Oct. Reg.	12.75–12.9(2)

Pittsburgh:

90 Oct. Prem.	13.9(2)
86 Oct. Reg.	12.9(2)

CENTRAL MICHIGAN (FOB Central Michigan refineries)

90 Oct. Prem.	(2)13.5–14.25
86 Oct. Prem.	13.5–13.75(2)
84 Oct. Reg.	(2)12.5–13.125
82 Oct. Reg.	12.25–12.75
Str. run gasoline, excl. Detroit shpt.	....

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

86 Oct. Reg.	14.0

CALIFORNIA

Los Angeles dist.:	
90 Oct. Prem.	13.3–16.5
80 Oct. Reg.	12–14(2)
San Fran. dist.:	
90 Oct. Prem.	16.25–17
80 Oct. Reg.	14.25–14.5
San Joaquin Valley dist.:	
90 Oct. Prem.	16.25–17
80 Oct. Reg.	14.25–14.5

LUBRICATING OILS

WESTERN PENNA.

Prices are for sales made, or offers reliably reported, to jobbers & compounders only.

Viscous Neutrals—No. 3 col. Vis. at 70° F. 200 Vis. (180 at 100°) 420-425 fl.

0 p.t.	31.5
10 p.t.	30.5
15 p.t.	29.5
25 p.t.	(2)28–31

150 Vis. (143 at 100°) 400-405 fl.

0 p.t.	30.5
10 p.t.	29.5
15 p.t.	28.5
25 p.t.	(2)27

Bright Stocks

145-155 vis. at 210°, 540-550 fl. No. 8 col.	
10 p.t.	32.5
15 p.t.	31.5
25 p.t.	(2)30–33

Cylinder Stocks

600 s.r. filterb'l	25(3)
650 s.r.	27(3)
600 flash	29(3)
630 flash	30(2)

MIDCONTINENT LUBES

FOB Tulsa basis, for domestic shipment only. Bright Stocks, vis. at 210° Neutrals, vis. at 100°, 0-10 p.p.

Neutral Oils—Conventional

Pale Oils	Col.	
60-85 vis.	2..?	12–13.5
86-110 vis.	2	12.5–13.5
150 vis.	3	13.5–14.5
180 vis.	3	14.5–15
200 vis.	3	14.5–15.5
250 vis.	3	16
280 vis.	3	15.5–16.5
300 vis.	3	16–17

Bright Stock—Conventional

200 vis. D: 10-25 p.p.	31
150-160 vis. D: 0-10 p.p.	27–28
10-25 p.p.	27–27.5
120 vis. D: 0-10 p.p.	26–27

Bright Stock—Solvent

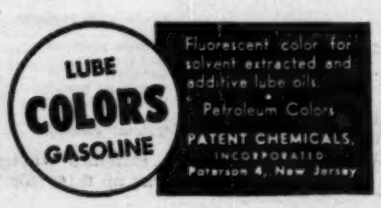
150-160 vis. 0-10 p.p., 95 v.i.	33.5–34(2)

Neutral Oils—Solvent (95 v.i.)

170-180 vis.	(2)21–22
200-210 vis.	(2)22–23.5(3)
300 vis.	(3)24–24.5

Cylinder Stocks

600 s.r., olive green	21



Refinery & Terminal Prices (Continued)

PRICES IN EFFECT JULY 28

GULF COAST—Solvent Refined Lubes. From Mid-Continent grade crude. Prices FOB ship at Gulf for export.

Bright stock—Vis. at 210° 150-160 vis., 0-10 pour test, 95 v.i. x32-34

Neutral Oils—Vis. at 100°; 95 v.i.; 0-10 p.t.

100 vis.	x20-21(2)
200 vis.	x21-24
300 vis.	x23-25
500 vis.	x26-28

SOUTH TEXAS LUBES

(Vis. at 100° F, FOB S. Tex., refineries for domestic and/or export shipment.)

PALE OILS:

Vis.	Color	
100	1½-2½	(3)12-12.5(3)
200	2-3	(3)13-13.5(3)
300	2-3	14(6)
500	2½-3½	15(6)
750	3-4	16(6)
1200	3-4	(3)17-17.5(2)
2000	4	(3)18-19(3)

RED OILS:

Vis.	Color	
100	5-6	(2)12-12.5(3)
200	5-6	(3)13-13.5(3)
300	5-6	14(6)
500	5-6	15(6)
750	5-6	16(6)
1200	5-6	(3)17-17.5(3)
2000	5-6	(3)18-19(3)

NATURAL GASOLINE

(Group 3 & Breckenridge prices are to blenders on freight basis shown below. Shipments may originate in any Mid-Continent manufacturing district.)

FOB GROUP 3

Grade 26-70 ..... 5.5(Quotations)

FOB BRECKENRIDGE

Grade 26-70 ..... 5(Quotation)

LPG PRICES

(Of refiners, FOB refineries, in cents per gal., tank cars or transport trucks)

District	Commerical Propane	Industrial Propane
N. Y. Harbor	8(2)	8(2)
Philadelphia	8(3)	8(3)
Baltimore	....	....
Hastings	....	....
Toledo	7	7

KEROSINE, GAS & FUEL OILS

OKLA., Group 3 (Okla. shpt.)

41-43 w.w.	8.75-9.25
42-44 w.w.	8.75-9.25
Range oil	8.75(3)
58 & above D.I. Diesel	(3)8.5-9
No. 1 fuel	x8-9
No. 2 fuel	x7.25-8.5
No. 3 fuel	x7.25-7.875(2)
No. 6 fuel	$0.90-1.20

OKLA., Group 3 (Northern shpt.)

41-43 w.w.	(4)8.75-9(2)
42-44 w.w.	(5)8.75-9(4)
Range oil	8.75(2)
58 & above D.I. Diesel	(6)8.5-8.875
No. 1 fuel	x8-8.75(3)
No. 2 fuel	x7.25-8.125(2)
No. 3 fuel	x7.25-7.875(2)
No. 6 fuel	$0.90-1.15

MIDWESTERN (Group 3 basis)

41-43 w.w.	(2)8.75-9
42-44 w.w.	(4)8.75-9
Range oil	....
58 & above D.I. Diesel	(4)8.5-8.75(2)
No. 1 fuel	x8-8.75
No. 2 fuel	x7.25-8.125
No. 6 fuel	$0.90-1.00(2)x

N. TEX. (Texas & New Mex. shpt.)

41-43 w.w.	(2)8.75-9.5(2)
42-44 w.w.	9
58 & above D.I. Diesel	8.5-9.25
No. 2 fuel	8.25-8.5
No. 6 fuel	x$1.00-1.65

W. TEX. (Texas & New Mex. shpt.)

41-43 w.w.	8.75
42-44 w.w.	9.25-10.25
58 & above D.I. Diesel	9.5
No. 1 fuel	8.75-9.25(2)
No. 2 fuel	8.5-9.25
No. 6 fuel	$1.10-1.75

E. TEX. (Truck transport lots)

41-43 w.w.	9-9.25(2)
42-44 w.w.	9(3)
58 & above D.I. Diesel	8.25-9.25
No. 1 fuel	9.125
No. 2 fuel	....
No. 6 fuel	$1.15-1.85

CENT. W. TEX. (Truck transport lots)

41-43 w.w.	9-9.5
58 & above D.I. Diesel	8.75-9.25
U.G.I. gas oil	8.5
No. 1 fuel	....
No. 2 fuel	8
No. 5 fuel	....
No. 6 fuel	$1.40-1.50

KANSAS (For Kansas destinations only)

42-44 w.w.	(2)9-9.875
52 & below D.I. Diesel	9-9.3
58 & above D.I. Diesel	(2)9-9.5
No. 1 fuel	8.7-9.625
No. 2 fuel	7.875-9.25
No. 4 fuel	....
No. 5 fuel	$1.50-1.575
No. 6 fuel	(2)$1.10-1.40

ARK. (For shipment to Ark. & La.)

42-44 w.w.	9.25
Tractor fuel	9.5
Diesel fuel 52 & below	8.875
Diesel fuel 58 & above	9.25
No. 2 fuel	8.375
No. 3 fuel	8
No. 4 fuel	$1.80
No. 5 fuel	$1.60
No. 6 fuel	$1.45

WESTERN PENNA. Bradford-Warren:

Kerosine	(2)11-11.3
No. 1 fuel	....
No. 2 fuel	(2)10.5-10.55
No. 3 fuel	10.5-10.55
36-40 gravity fuel	10

Oil City:

Kerosine	(2)11-11.65
No. 1 fuel	10.5-11.15
No. 2 fuel	10.25-10.9
No. 3 fuel	10.25
36-40 gravity fuel	10.25

Pittsburgh:

Kerosine	11.4-11.65
No. 1 fuel	11.35
No. 2 fuel	10.65(2)
No. 3 fuel	....
36-40 gravity fuel	10.65

CENTRAL MICHIGAN

(FOB Central Michigan refineries.)

Range oil	11.55-12.2
46-49 w.w. kero.	11.55-12.4
P.W. distillate	11.4-12
No. 2 fuel	(2)10.75-11.05(2)
No. 3 fuel	10.5-11(2)
U.G.I. gas oil	(2)8.5-9.7
No. 5 fuel	7.5-8.8
No. 6 fuel	(2)7.25-8.25

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

Kerosine	11.9
No. 1 fuel	11.7
No. 2 fuel	10.7
Diesel (Light & Med.)	11.7

CALIFORNIA

San Joaquin Valley:

40-43 w.w.	12.6-13
Heavy fuel (PS 400)	$1.95-2.05
Light fuel (PS 300)	$2.25(3)
Diesel fuel (PS 200)	10.4-11.5
Stove dist. (PS 100)	11.9-13

San Francisco:

40-43 w.w.	12.5-13
Heavy fuel (PS 400)	$1.95-2.05
Light fuel (PS 300)	$2.25(3)
Diesel fuel (PS 200)	10.4-11.5
Stove dist. (PS 100)	11.9-13

Los Angeles:

40-43 w.w.	(2)12-12.5
Heavy fuel (PS 400)	$1.75-2.00
Light fuel (PS 300)	$2.15-2.20(4)
Diesel fuel (PS 200)	8.25-11.4
Stove dist. (PS 100)	9-12.9

Marketer of Petroleum Products

NEW ENGLAND PETROLEUM CORPORATION

New York Boston

REPUBLIC OIL REFINING CO.

Refiners and Marketers of Petroleum Products

Main Offices: Pittsburgh, Pa. Refinery, Texas City, Texas

Refinery & Terminal Prices (Continued)

PRICES IN EFFECT JULY 28

CHICAGO DISTRICT PRICES

Prices to jobbers & distributors in tank car and/or truck transport lots FOB refineries, pipe line terminals and inland waterway barge terminals.

Motor Gasoline

90 Oct. Prem.	....
88 Oct. Prem.	12.85–13.75
84 Oct. Reg.	....
82 Oct. Reg.	x(2)12.1–12.75

Light Fuel Oils

Range oil	(2)10.9–11.25(2)
No. 2 fuel	(2)9.9–10.375

Heavy Fuel Oils

No. 5, low sulfur	7.15
No. 5, high sulfur	x6.9–7.1
No. 6, low sulfur	6.05–6.3
No. 6, high sulfur	x(2)5.8–5.95

WAX

WESTERN PENNA. (T.C., in Bulk)

White Crude Scale:

122-124 A.m.p.	(3)4–4.25
124-126 A.m.p.	(3)4–4.25

SEABOARD

Melting points are AMP, 3° higher than EMP. Prices are for carload lots. Domestic prices are FOB refinery; scale in bags or bbls.; fully refined, slabs loose. Export prices are FAS; scale in bags or bbls., fully refined in bags or cartons.

Crude Scale	N.Y. Domestic	N.Y. Export
124-126 white	5.6(2)	5.6(2)
Fully Refined:		
123-5	7.45	....
125-7	7.45(3)	7.8.15(3)
128-30	7.45(3)	7.8.15(3)
130-32	....	7.1-8.25
133-5	7.55(3)	7.1-8.25(2)
135-7	7.55(3)	7.25-8.4
138-40	7.55(3)	7.6-8.75
143-5	7.55-8.3	7.8-9(2)
149-51	9.55	11.2

NAPHTHAS & SOLVENTS

(FOB Group 3)

Stoddard solvent	11.375(3)
Cleaners naphtha	11.875(2)
V.M.&P. naphtha	11.875(4)
Mineral spirits	10.875(4)
Rubber solvent	11.875(3)
Lacquer diluent	(2)12.125–12.375
Benzol diluent	(2)13.125–13.625

WESTERN PENNA.
Oil City:

Stoddard solvent	14

Pittsburgh:

Stoddard solvent	15(3)

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

V.M.&P. Naphtha	17.0
Mineral spirits & stoddard solvent	16.0
Rubber solvent	14.875

E. TEXAS (Truck Trnspt. lots)

Stoddard solvent	11.25

CENT. W. TEX. (Truck Trnspt. lots)

Stoddard solvent	10.5

KANSAS (For Kans. Dest'n. only)

Stoddard solvent	11.8

ATLANTIC COAST

	V.M.&P. Naphtha	Mineral Spirits
New York Harbor	17(4)	16(5)
Philadelphia	(3)16.5–17	(4)15.5–16
Baltimore	....	15.5(3)
Boston	17.5(4)	16.5(5)
Providence	....	16.5(4)

ATLANTIC & GULF COASTS

Prices are of refiners, FOB their refineries & tanker terminals and of tanker terminal operators, FOB their terminals. Ships' bunkers prices are exclusive of lighterage.

District	92 Oct. Prem. Gasoline	90 Oct. Prem. Gasoline	85 Oct. Reg. Gasoline	83 Oct. Reg. Gasoline	Kerosine No. 1 Fuel*
N. Y. Harbor	13.85-15	13.85-14.35	(3)12.85-13.6	....	(19)10.75-10.85
do barges	13.75-14.9	13.75-14.25	12.5-13.4	....	10.65(19)
Albany	14.2-15.2(3)	14.2-15.2	(3)12.7-13.7(5)	12.7-13.7(2)	11.05(9)
Baltimore	12.9-15(2)	12.9-13.25	11.9-13.5	11.9-13.5	10.85(10)
do barges	12.8	12.8-13	11.8-12	....	10.75(5)
Baton Rouge	....	....	....	11.1	9.7
do barges	....	....	....	11	....
Boston	14.95-15.7	14.95-15.2(2)	13.7(7)	12.7-12.7	10.95(16)
Charleston	13.3-14.475	13.3	12.3-12.475	12.3-12.45	(3)10.7-10.9(2)
Corpus Christi	12.5-13.5	12.5	11.5	11.5	....
Houston	12.25-13.3	12.25-13.3	(2)11.25-11.3	11.25-11.5	9.25-10.35
do barges	12.25-13.3	(2)12-12.25	11.25-11.3	11.25-11.5	9-9.25
Jacksonville	13.6(4)	13.3-13.6(2)	12.6(7)	12.3-12.6	11.4(11)
Miami	....	13.6	12.6	....	11.5(2)
Mobile	13.4(3)	13.4	12.4(2)	12.4	10.4(4)
New Haven	15(3)	15	13.5(2)	13.5(2)	10.95(8)
New Orleans	12.6	12	11.6	11.25-11.3	9.7-10.15
do barges	12.6	12	11.6	11.2-11.25	9.7-9.95
Norfolk	12.9-14.6	12.9-13.2	11.9-12.3	11.9-12.6	10.75(7)
Pensacola	13.4	13.4	12.4	....	10.4(2)
Philadelphia	15.15-15.2	15.15	13.7-13.9	13.7	10.85(10)
do barges	15.05	15.05	13.7-13.8	13.6	10.75(10)
Pt. Everglades	13.6(3)	13.6	12.6(4)	....	11.5(5)
Portland	15.05-15.3(3)	15.05-15.3	13.8(3)	13.8	11.05(9)
Providence	14.95-15.2(3)	14.95-15.2	13.7(4)	13.7	10.95(9)
Savannah	13.6(3)	13.3(2)	12.3-12.6(4)	12.3-12.6	11.45(7)
Tampa	13.4(3)	13.3-13.4	12.4(4)	12.3-12.4	11.15(8)
Wilmington, N. C.	13.05-14.55(2)	13.05-13.2	12.05-12.55	12.05-12.55	(3)10.7-10.9(4)

	No. 2 Fuel*	Gas House Gas Oil*	No. 5 Fuel (0-10 p.t.)	No. 5 Fuel (15-60 p.t.)	Diesel Oil Shore Plants* (50 cet., 55 d.l.)	Light Diesel Ships' Bunkers (45 cet., 45 d.l.)
N. Y. Harb.	(19)9.75-9.85	9.85	(12)$3.23-3.56	$2.87	(8)10.15-10.25	x$4.23-4.24(3)x
do barges	9.65(18)	....	(12)3.20-3.46	2.84	....	....
Albany	10.05(12)	10.45	3.75	...	10.45(4)	....
Baltimore	9.85(11)	9.95	3.23(3)	2.87	10.25(5)	x4.24(4)
do barges	9.75(6)	....	3.20(3)	2.84	....	....
Baton Rouge	8.4	8.8	....	2.22	8.8	3.49
do barges	....	....	....	2.19	....	....
Boston	9.95(16)	10.35	....	3.26(6)	10.35(6)	x4.27-4.28(2)x
Charleston	9.9(5)	....	....	2.73(2)	10(2)	x4.18(2)
Houston	8.625-9	....	....	...	(2)8.5-9	3.49(6)
do barges	(2)8-8.5	....	2.35	...	....	....
Jacksonville	10.4(8)	....	....	...	10.4(6)	x4.431(5)
Miami	10.5	....	....	...	10.5(2)	x4.473(2)
Mobile	9.5(2)	....	....	...	9.5	....
New Haven	9.95(10)	....	3.365	...	10.35(5)	....
New Orleans	8.5-8.7(3)	....	....	...	8.7-9.1(2)	3.49(3)
do barges	8.7	....	....	...	....	....
Norfolk	9.75(6)	10.15	3.18	2.82(2)	10.15(4)	x4.19-4.24(2)x
Pensacola	9.5	....	....	...	9.5	....
Philadelphia	9.85(10)	9.95	3.10-3.25(3)	3.10(6)	10.25(8)	x4.24(4)
do barges	9.75(9)	....	....	...	....	....
Pt. Everglades	10.5(4)	....	....	...	10.5(5)	x4.473(3)
Portland	10.05(9)	10.45	....	...	10.45(4)	....
Prov'dence	9.95(9)	10.35	3.24	3.24(3)	10.35(4)	x4.28
Savannah	10.45(7)	....	....	2.76(2)	10.45(5)	x4.452(5)
Tampa	10.25(5)	....	....	...	10.25(6)	x4.368(5)
Wilmington, N. C.	9.9(7)	9.9	....	...	10(2)	x4.18(3)

	No. 6 Fuel No Sulfur Guarantee	No. 6 Fuel No Sulfur Guarantee Barges	No. 6 Fuel Max. 1% Sulfur	No. 6 Fuel Max. 1% Sulfur Barges	Bunker C Fuel Ships' Bunkers	Heavy Diesel Ships' Bunkers
N.Y.Harb.	(13)$2.45-2.50	(2)$2.35-2.45(13)	$2.55-2.63	$2.55-2.60(3)	$2.45(11)	x$3.91(4)
Albany	2.80	....	....	....	....	....
Baltimore	2.48(6)	2.45(4)	2.63	2.60	2.45(4)	x3.91(2)
Baton Rouge	1.88	1.85	....	....	1.85(2)	3.34
Boston	2.51(9)	2.51(5)	....	....	2.51(5)	...
Charleston	2.34(3)	2.31(3)	....	....	2.31(3)	...
Corpus Christi	1.88	1.85	....	....	1.85(3)	3.15
Houston	(4)1.85-1.90	1.85(7)	....	....	1.85(11)	3.34(5)
Jacksonville	2.31(6)	2.28(6)	....	....	2.28(6)	...
Miami	2.25	2.22(2)	....	....	2.22(3)	...
Mobile	1.93	1.90	....	....	1.90	...
New Haven	2.47(3)	2.47	....	....	2.47(2)	...
New Orleans	1.85(3)	1.85(3)	....	....	1.85(4)	3.34(2)
Norfolk	2.43(3)	2.40(4)	....	....	2.40(4)	...
Pensacola	....	2.10	....	....	2.10	...
Philadelphia	2.48(8)	(2)2.35-2.45(7)	2.63(4)	2.60(4)	2.45(7)	x3.91(4)
Pt. Everglades	2.25(2)	2.22(2)	....	....	2.22(3)	...
Portland	2.54(2)	2.51	....	....	2.51	...
Providence	2.47(5)	2.47(2)	2.65	2.62	2.47(3)	...
Savannah	2.34(5)	2.31(4)	....	....	2.31(5)	...
Tampa	2.19(5)	2.16(4)	....	....	2.16(5)	...
Wilmington, N. C.	....	....	....	....	....	...

(*) At Atlantic Coast refineries and terminals, and at Albany and Tampa, prices of some sellers to bulk commercial consumers are 0.15c higher than prices shown above.

Refinery & Terminal Prices (Continued)

PRICES IN EFFECT JULY 28

GULF COAST—CARGOES, DOMESTIC & EXPORT, ALL PORTS

Cargo prices are FOB ship at U. S. Gulf, minimum of 20,000 bbls., and are by refiners only to other refiners, export agents, or tanker terminal operators. The figure in parentheses after each price indicates the number of companies quoting that price.

Aviation Gasoline (MIL-F-5572)	
Grade 115/145	17.75
Grade 100/130	16–16.75
Grade 91/96	15.75
Motor Gasoline	
92 Oct. Premium	12(2)–12.25(2)
90 Oct. Premium	11.75–12–12.25
86 Oct. Regular	11(2)–11.25–11.5
83 Oct. Regular	10.75–11(2)–11.25
79 Oct.	10.5–11
70-72 Oct. M Leaded	10–10.25–10.75
Kerosine & Light Fuels	
41-43 w.w. kerosine	9(3)–9.25
No. 2 Fuel	8(5)–8.25
Diesel & Gas Oils	
43-47 Diesel index	8–8.125–8.25
48-52 Diesel index	8.125–8.25–8.375
53-57 Diesel index	8.25–8.375–8.5
Heavy Fuels—Cargoes	
No. 5 Fuel, 6-10 p.t.	$2.35(2)–$2.50
Bunker C Fuel	$1.65(3)–$1.75(2)–$1.775–$1.85(2)

MIDDLE EAST CRUDE PRICES

Posted Export Prices of Socony-Vacuum Overseas Supply Co. for Sale in Cargo Lots.
(Prices are per bbl. of 42 U. S. gals., exclusive of local port or other governmental charges, sales taxes, etc., if any; FOB point indicated, for gravities shown; 2c per bbl. differential per degree of gravity applies for gravities below and above those shown.)

Type of Crude	Price Per bbl.	FOB Point	API Gravity	Effective Date
Arabian	$1.75	Ras Tanura, Saudi Arabia	36-36.9	Nov. 1, 1950
Qatar	$1.81	Umm Said, Qatar	39-39.9	Nov. 1, 1951
Arabian	$2.41	Sidon, Lebanon	36-36.9	April 1, 1951
Iraq-Kirkuk	$2.41	Tripoli, Lebanon	36-36.9	April 1, 1951
Araq--Basrah	$1.67	Fao, Iraq	32-32.9	Dec. 24, 1951

AVIATION GASOLINE PRICES

(Prices are for tank cars, barge or truck transport lots; aviation gasoline, meet specification MIL-F-5572, unless otherwise noted.)

District	Grade 100/130	Grade 91/96	Grade 80
New York, N. Y.	17.6–18.6	16.1–17.2	15.6–16.2
Boston, Mass.	18.2	16.7	15.95
Portland, Me.	.....	.....	.....
Philadelphia, Pa.	.....	.....	.....
Baltimore, Md.	17.96	16.46	15.85
Norfolk, Va.	17.85	16.35	15.6
Charleston, S. C.	18	16.5	15.75
New Orleans, La. (Baton Rouge)	17	15.5	14.75
Houston, Tex.	16.5–17.25	15–15.75	14.5–15

LAKE PORT TERMINALS

	Buffalo	Cleveland	Detroit	Toledo
90 Oct. Premium	16(2)	....	....	....
86 Oct. Regular	14.5(3)	....	....	....
Kerosine	12.45(5)	....	....	11
Diesel Fuels	11.95(3)	....	10.35–10.95	10.25
No. 1 Fuel	....	....	11.2–11.7	10.75–11.1
No. 2 Fuel	11.45(4)	....	10.2–10.95	10–10.1
No. 5 Fuel	....	9	7.85(4)	8(2)
No. 6 Fuel	9.53(2)	8.6	7.6(4)	7.75(3)

MEXICAN BUNKER PRICES

U. S. DOLLARS PER BBL. OF 159 LITERS

	Bunker C (Ships Bunkers) Mexican Gulf	Diesel
Tampico	$1.95	$3.75
Veracruz	1.95	....
Minatitlan	1.95	3.75
Pacific Coast		
Guaymas	$2.50	$4.90
Manzanillo	2.50	4.00
Salina Cruz	2.50	4.00

PACIFIC COAST

(In Ships' Bunkers, or Deep Tank Lots)	Diesel Fuel (P.S. 200)	Bunker C Fuel (P.S. 400)
San Pedro, Calif.	$3.44(5)	$1.70(5)
San Francisco	3.65(4)	$1.75(4)
Portland, Ore.	3.86(4)	$2.00(4)
Seattle, Wash.	3.86(4)	$2.00(4)

PETROLATUMS

WESTERN PENNA.
(Bbls., carloads; tank car, 1 to 1.5c less.)

Snow white	(2)6.875–7.375
Soft white	(3)6.625–7.375
Lily white	(2)6.375–7
Cream white	(2)6–6.75
Soft yellow	5(3)
Light amber	(4)5–5.125
Amber	(4)4.75–4.875
Red	(2)4.5–4.75

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Tank Wagon Prices

Prices for gasoline do not include taxes; they do, however, include inspection fees as shown in next column. Gasoline taxes, shown in separate column, include 2c federal, and state taxes; also city and county taxes as indicated in footnotes. Kerosine tank wagon prices also do not include taxes; kerosine taxes where levied are indicated in footnotes. Discounts, if any, are shown in footnotes. These prices in effect July 28, 1952, as posted by principal marketing companies at their headquarters offices, but subject to later correction.

Inspection fees per gal., included in both gasoline and kerosine prices, unless otherwise specified, are as follows:

Ala. 1/40c on gasoline; Ark. 1/20c; Fla. 1/8c; Ill. 3/100c; Ind. 2/25c; Kans. 1/100c; La. 1/32c; Minn. 5/200c; Mo. 1/25c; Neb. 3/100c; Nev. 1/20c; N. C. 1/4c; N. D. 1/20c; Okla. 2/25c; S. C. 1/8c; S. D. 1/40c; Tenn. 2/5c; and Wisc. 3/100c.

Kerosine inspection fees only: Ala. 1/2c; Iowa 1/50c; Mich. 1/5c.

ATLANTIC REFINING

	Atlantic White Flash (Regular Grade) Gasoline Dir. T.W.	Gasoline Cons. T.W.	Gasoline Taxes	Kero. & No. 1 Fuel T.W.	No. 2 Fuel T.W.
Allentown, Pa.	15.0	15.0	7.0	14.8	13.6
Altoona	...	...	..	15.35	13.95
Erie	...	...	..	15.35	13.95
Greensburg	15.6	15.6	7.0	15.35	13.95
Harrisburg	15.0	15.0	7.0	14.8	13.6
Philadelphia	14 7	14.7	7.0	14.2	13.0
Pittsburgh	15.6	15.6	7.0	15.35	13.95
Reading	15.0	15.0	7.0	14.8	13.6
Scranton	15.0	15.0	7.0	15.1	13.9
Wilkes Barre	...	...	..	15.1	13.9
Williamsport	15 6	15.6	7.0	15.1	13.9
York	15.0	15:0	7.0	14.5	13.3
Wilmington, Del.	14.7	14.7	7.0	14.2	13.1
Bridgpt., Conn.	14.8	14.8	6.0	...	...
Hartford	14.8	15.1	6.0	...	13.6
New Haven	14.8	14.8	6.0	...	13.1
Boston, Mass.	14.9	14.9	6.3	...	13.4
Fall River	14.9	14.9	6.3	...	...
Springfield	15.6	15.6	6.3	...	14.1
Worcester	15 1	15.1	6.3	...	13.6
Prov., R. I.	14.9	14.9	6.0	...	13.3
Camden, N. J.	14.6	14.6	5.0	14.0	13 0
Newark	14.6	14.6	5.0	13.9	12.9
Albany, N. Y.	14.7	14.7	6.0	14.3	13.0
Binghamton	15.8	15.8	6.0	15.7	14.3
Buffalo	15.5	15.5	6.0	15.9	14.7
Elmira	15.8	15.8	6.0	15.8	14.4
Rochester	15.5	15.5	6.0	16.0	14.6
Syracuse	15.4	15.4	6.0	15.7	14.3
Watertown	16 6	16.6	6.0	16.9	15.2
Baltimore, Md.	14.5	14.5	7.0	...	13.3
Richmond, Va.	14.5	14.5	8.0	14.4	13.3
Charlotte, N. C.	15.4	15.4	9.0	13.9	12.6
Jacksonville, Fla.	15.2	15.2	9.0	...	...

	Mineral Spirits T.W.	V.M.&P. T.W.
Philadelphia, Pa.	16.5	18.0
Pittsburgh	20.0	21.0

	Heavy Fuel Oils—T.W. No. 5	No. 6
Philadelphia, Pa.	8.48	6.90

Notes:

Kerosine—Thru Penna. & Del., add 2c per gal. for t.w. deliveries of less than 25 gals. at one time. Camden—Add 1c for deliveries of 100-299 gals., 2c for less than 100 gals.

Mineral Spirits prices also apply to Stoddard Solvent.

CONT'L OIL

(N. B. Prices are Continental's tankwagon prices. Current selling prices may vary from those shown because of local conditions.)

	Conoco Nu-tane (regular) Tank	Demand (3rd Grade) Wagon	Gasoline Taxes	Kerosine T.W.
Denver, Colo.	14.8	13.8	8.0	14.7
Grand Junc.	17.2	16.2	8.0	17.1
Pueblo	15.6	14.6	8.0	15.5
Casper, Wyo.	15.7	14.7	8.0	15.0
Cheyenne	15.7	14.7	8.0	15.6
Billings, Mont.	17.0	....	8.0	16.5
Butte	18.0	....	8.0	18.2
Great Falls	17.0	....	8.0	18.2
Helena	17.5	....	8.0	18.2
Salt Lake U.	16.4	....	7.0	16.5
Twin Falls, Ida.	19.1	18.1	6.0	19.2
Albuquer., N.M.	16.0	15.0	8.5	14.9
Roswell	15.3	14.3	8.5	14.2
Santa Fe	16.3	....	9.0	15.2
Muskogee, Okla.	13.7	12.7	8.5	12.9
Oklahoma City	13.5	12.5	8.5	13.1
Tulsa	13.5	12.5	8.5	12.5

Taxes:

Gasoline tax column includes these city taxes: Albuquerque & Roswell, 0.5c; Santa Fe, 1c; Cheyenne, 1c; Casper, 1c.

Discounts:

Salt Lake City and Twin Falls gasoline and kerosine prices apply for deliveries of less than 200 gals.; 200-399 gals., deduct 0.5c; 400 gals. and over, deduct 1c.

Notes:

T.W. prices are to consumers and dealers.

CALIFORNIA STANDARD

	CHEVRON (Regular) Av. T.T. 400 Gals. & over	80/87 T.T. 400 Gals. & over	Gasoline Taxes
San Fran., Cal.	14.5	18.0	6.5
Los Angeles	14.0	17.5	6.5
Fresno	15.7	19.2	6.5
Phoenix, Ariz.	17.2	20.7	7.0
Reno, Nev.	17.0	20.5	7.5
Portland, Ore.	15.0	18.5	8.0
Seattle, Wash.	15.0	18.5	8.5
Spokane	17.8	21.3	8.5
Tacoma	15.0	18.5	8.5
Boise, Idaho	17.7	23.2	8.0
Salt Lake, U.	15.4	19.4	7.0
Honolulu, T.H.	15.3	18.8	8.5
Fairbanks, Alaska	27.1	30.6	4.0
Juneau	16.3	19.8	4.0

	Kerosine T.T. 40/199 gals.	Standard Diesel Fuel/Furnace Oil T.T. (400 gals. or more) (ex all taxes)	Standard Stove Oil T.T.
San Fran., Cal.	18.5	10.9	12.4
Los Angeles	18.0	10.4	11.9
Fresno	19.8	11.8	13.3
Phoenix, Ariz.	21.2	14.3	15.8
Reno, Nev.	21.0	13.8	15.3
Portland, Ore.	20.5	11.5	....
Seattle, Wash.	20.5	11.5	....
Spokane	24.3	14.8	16.3
Tacoma	20.5	11.5	....
Boise, Idaho	28.7	15.3	18.8
Salt Lake, U.	16.5	13.0	13.5
Honolulu, T. H.	19.3	11.7	....
Fairbanks, Alaska	34 8	....	....
Juneau	21.8	....	....

Taxes:

Boise—8c gas tax applies to motor fuel only; avgas taxes are 2c federal, 2.5c state.

Salt Lake—7c gas tax applies to motor fuel only; avgas taxes are 2c federal, 4c state.

Honolulu—8.5c gas tax applies to motor fuel only; avgas taxes are 2c federal, 4c territorial. Standard Diesel/furnace oil price is ex 1c territorial liquid fuels tax. All T.T. prices are ex Hawaiian gross income tax of 1% to resellers, 2.5% to consumers.

Notes:

Gasoline—For other deliveries of Chevron (Regular) and Chevron Aviation 80/87, add to 400-gals.-and-over price 1.0c for 40-199 gals.; 0.5c for 200-399 gals., except for deliveries to Marine trade in Alaska (excluding Chevron Aviation 80/87) where 0.5c differential applies to 40-399 gal. delivery; for less than 40 gals. add 4.0c gal., except at Honolulu add 4.5c for less than 40 gals. to Marine trade and less than 100 gals. to Shoreside trade. Prices for Chevron Aviation 80/87 at Salt Lake City apply to all quantities in excess of 40 gals. Prices for Chevron Supreme (Premium) are 2.0c gal. higher than Chevron (Regular) for quantity delivered, except at Salt Lake which is 1.5c gal. higher. For less than 40 gals. deliveries, add 4.5c gal. to 400-gals.-and-over price, except at Honolulu, add 5.0c gal. for less than 40 gals. (Marine) and less than 100 gals. (Shoreside). Add to Chevron Aviation 80/87 quantity delivered prices, 2.0c for 91/98, 5.0c for 100/130, and 8.0c for 115/145.

Kerosine—T.T. prices, except at Salt Lake City, apply to deliveries of 40-199 gals. For other deliveries: less than 40 gals., add 4c; 200-399 gals., deduct 3c; 400 gals. & over, deduct 4c; tank car-truck trailer, deduct 5.5c. Salt Lake City posted tank truck price is for minimum 40 gal. deliveries.

Standard Diesel/Furnace Oil & Standard Stove Oil—T.T. prices are for deliveries of 400 gals. or more. For other deliveries: 40-199 gals., add 1c; 200-399 gals., add 0.5c; less than 40 gals., add 5c.

HUMBLE OIL

	Humble Gasoline Regular T.W.	Retail	Gasoline Taxes	Kerosine Tank Wagon	Retail
Dallas, Tex.	14.0	19.0	6.0	12.8	17.0
Ft. Worth	14.0	19.0	6.0	12.8	17.0
Houston	14.0	19.0	6.0	12.8	17.0
San Antonio	14.0	19.0	6.0	12.8	17.0

Notes:

T.W. prices are to all classes of dealers and consumers.

ESSO STANDARD

	Esso Gasoline (Regular Grade) Gasoline Dir. T.W.	Gasoline Cons. T.W.	Gasoline Taxes	Kerosine T.W.
Atlantic City, N. J.	14.6	14.6	5.0	14.0
Newark	14.6	14.6	5.0	13.9
Baltimore, Md.	14.5	14.5	7.0	13.9
Cumberland	15.7	15.7	7.0	15.3
Washington, D. C.	14.9	14.9	7.0	14.3
Danville, Va.	15.4	15.4	8.0	14.2
Petersburg	15.0	15.0	8.0	14.7
Norfolk	14.1	14.1	8.0	14.0
Richmond	14.5	14.5	8.0	14.4
Roanoke	16.3	16.3	8.0	15.1
Charleston, W. Va.	16.1	16.1	7.0	15.2
Fairmont	16.1	16.1	7.0	15.6
Parkersburg	16.0	16.0	7.0	14.6
Wheeling	16.0	16.0	7.0	14.4
Charlotte, N. C.	15.4	15.4	9.0	13.9
Hickory	15.8	15.8	9.0	14.1
Mt. Airy	16 0	16.0	9.0	14.4
Raleigh	16.0	16.0	9.0	15.1
Salisbury	15.3	15.3	9.0	13.7
Charleston, S. C.	14.5	14.5	9.0	....
Columbia	15.9	15.9	9.0	....
Spartanburg	14.9	14.9	9.0	....
New Orleans, La.	13.3	13.3	11.0	12.8
Baton Rouge	13.7	13.7	11.0	12.5
Alexandria	15.1	15.1	11.0	13.7
Lake Charles	13.8	13.8	11.0	13.1
Shreveport	15.4	15.4	11.0	13.8
New Iberia	13.9	13.9	11.0	13.1
Knoxville, Tenn.	15.3	15.3	9.0	13.7
Memphis	15.0	15.0	9.0	13.5
Chattanooga	15.2	15.2	9.0	13.6
Nashville	15.5	15.5	9.0	14.0
Little Rock, Ark.	15.9	15.9	8.5	14.3

	Naphthas-T.W. & Steel Bbls. Min. Spirits	V.M.&P.
Newark, N. J.		
3,600 gals. & over	17.0	18.5
Steel bbls.	23.0	24.5
Baltimore, Md.		
3,600 gals. & over	15.7	....
Steel bbls.	24.5	....
Washington, D. C.		
100-499 gals.	19.0	....
500-3,599 gals.	18.0	....
3,600 gals. & over	16.2	....
Steel bbls.	25.0	....

	FUEL OILS—T.W. No. 1	No. 2	No. 4	No. 6
Atlantic City, N.J.	14.0	13.0	....	....
Newark, N. J.	13.9	12.9	$3.754	$3.006
Baltimore, Md.	13.9	13.3	3.69	2.94
Washington, D. C.	14.3	13.4	3.85	2.89
Norfolk, Va.	14.0	12.9	....	....
Danville	....	12.8	....	....
Petersburg	14.7	13 6	....	....
Richmond	14.4	13.3	....	....
Roanoke	....	13.7	....	....
Charlotte, N. C.	13.9	12.6	....	....
Hickory	14.1	12.9	....	....
Raleigh	15.1	14.25	....	....
Charleston, S. C.	....	13.05	....	....
Columbia	....	13.2	....	....
Spartanburg	....	12.4	....	....

Taxes: Louisiana kerosine prices do not include 1c state tax.

Notes:

Kerosine No. 1 — Atlantic City prices are for deliveries of 300 gals. or more; add 1c for 100-299 gals. 2c for less than 100 gals.

No. 6—Washington price is for min. delivery of 1,050 gals.; for min. delivery of 2,500 gals. price is $2.83 per bbl.

IMPERIAL OIL

(Prices are per imperial gal.; to arrive at price per U. S. gal., subtract 1/6th.)

	Esso Gasoline (Regular Grade) Dealer T.W.	Gasoline Taxes	Kerosine T.W.
St. John's, Nfld.	24.8*	14.0	24.8
Halifax, N. S.	21.3	15.0	23.3
St. John, N. B.	21.3	13.0	23.3
Charlottetown, P.E.I.	23.3	13.0	25.3
Montreal, P. Q.	22.6	13.0	24.6
Toronto, Ont.	22.2	11.0	24.2
Hamilton, Ont.	22.2	11.0	24.2
Winnipeg, Man.	22.5	9.0	24.5
Brandon, Man.	26.4	9.0	28.4
Regina, Sask.	21.0	10.0	23.0
Saskatoon, Sask.	24.4	10.0	26.4
Calgary, Alta.	21.0	10.0	23.0
Edmonton, Alta.	19.5	10.0	21.5
Vancouver, B. C.	21.5	10.0	23.5

(*) Price is for Esso Extra (Premium).

Taxes: Gasoline taxes are provincial taxes.

Tank Wagon Prices (Continued)

SOCONY VACUUM

	Gasoline Taxes	Mobilgas Aircraft Grade 80 T.W.	Mobilgas Aircraft Grade 91 T.W.	Mobilgas Aircraft Grade 100 T.W.	Mobilgas (Regular Grade) Cons. T.C.	Mobilgas (Regular Grade) Dlr. T.C.	Mobilgas (Regular Grade) Cons. T.W.	Mobilgas (Regular Grade) Dlr. T.W.	Mobil Kerosine T.C.	Mobil Kerosine Yard	Mobil Kerosine T.W.	Mobilfuel Diesel T.C.	Mobilfuel Diesel T.W.	MOBILHEAT (No 2 Fuel) T.C.	MOBILHEAT (No 2 Fuel) Yard	MOBILHEAT (No 2 Fuel) T.W.	S/V No. 4 Fuel T.W.	S/V No. 6 Fuel T.W.
New York City:																		
Madn.	6.0	....	....	....	....	....	14.7	14.7	....	....	14.4	....	13.6	....	....	13.2	10.69	6.57
Bronx	6.0	....	....	....	....	....	14.7	14.7	....	11.6	14.6	....	13.6	....	10.4	13.3	10.69	6.57
Kings	6.0	....	....	....	....	....	14.7	14.7	10.85	11.4	14.4	10.25	13.6	9.85	10.3	13.2	10.69	6.57
Queens	6.0	....	....	....	....	....	14.7	14.7	....	....	14.4	....	13.6	....	....	13.2	10.69	6.57
Richmond	6.0	....	....	....	....	....	14.7	14.7	10.75	11.2	14.2	10.15	13.2	9.75	10.2	12.9	10.69	6.57
Albany, N. Y.	6.0	21.5	22.5	....	13.7	13.7	14.7	14.7	11.05	11.4	....	10.45	13.4	10.05	10.4	13.0	9.42	7.19
Binghamton	6.0	....	....	....	14.7	14.7	15.8	15.8	12.45	12.8	15.7	11.85	14.8	11.35	11.7	14.3	....	....
Buffalo	6.0	21.0	22.0	24.2	14.5	14.5	15.5	15.5	12.45	12.8	15.9	11.95	15.2	11.45	11.8	14.7	....	10.73
Jamestown	6.0	....	....	....	14.7	14.7	15.8	15.8	12.45	12.8	16.1	....	15.1	11.85	12.2	14.6	....	....
Mt. Vernon	6.0	....	....	....	....	....	15.0	15.0	11.35	11.7	14.7	....	13.9	....	10.5	13.5	10.71	....
Plattsburg	6.0	....	....	....	....	....	16.1	16.1	12.35	12.7	....	....	....	11.45	11.8	14.4	....	....
Rochester	6.0	20.9	21.9	23.9	14.4	14.4	15.5	15.5	12.05	12.9	16.0	....	15.1	11.55	11.9	14.6	....	....
Syracuse	6.0	....	....	....	14.4	14.4	15.4	15.4	12.25	12.6	....	11.75	14.8	11.25	11.6	14.3	....	....
Bridgeport, Conn.	6.0	....	....	....	....	....	14.8	14.8	10.95	11.1	....	....	....	9.95	10.1	13.1	....	....
Danbury	6.0	....	....	....	....	....	15.3	15.3	....	....	....	....	....	....	....	....	....	....
Hartford	6.0	....	....	....	13.8	13.8	15.1	14.8	11.35	11.5	....	10.75	13.8	10.35	10.5	13.6	....	....
New Haven	6.0	20.5	....	....	13.5	13.5	14.8	14.8	10.95	11.1	....	10.35	13.5	9.95	10.1	13.1	....	....
Bangor, Me.	8.0	....	....	....	14.5	14.5	16.2	16.2	11.75	11.9	15.9	11.15	14.4	10.75	10.9	14.0	....	....
Portland	8.0	22.4	23.4	....	13.8	13.8	15.0	15.0	11.05	11.2	15.2	10.45	13.7	10.05	10.2	13.3	....	....
Boston, Mass.	6.3	19.0	20.0	22.0	13.7	13.7	14.9	14.9	10.95	11.1	15.4	10.35	13.8	9.95	10.1	13.4	....	....
Concord, N. H.	7.0	....	....	....	....	....	16.1	16.1	....	....	....	....	14.4	....	....	14.0	....	....
Lancaster	7.0	....	....	....	....	....	17.4	17.4	....	....	....	....	15.8	....	....	14.3	....	....
Manchester	7.0	....	....	....	....	....	15.7	15.7	....	....	16.1	....	14.4	....	....	14.0	....	....
Portsmouth	7.0	21.2	22.2	....	14.4	14.4	15.3	15.3	11.55	11.7	....	10.2	13.0	10.55	10.7	13.4	....	....
Providence, R. I.	6.0	19.8	20.8	22.8	13.7	13.7	14.9	14.9	10.95	11.1	15.0	10.35	13.7	9.95	10.1	13.3	....	....
Burlington, Vt.	7.0	....	....	....	14.6	14.6	15.6	15.6	12.25	12.4	....	11.75	14.5	11.35	11.5	....	....	....
Rutland	7.0	....	....	....	....	....	16.3	16.3	....	12.9	....	....	15.0	....	11.9	14.6	....	....

Tank Wagon Prices	Buffalo	N. Y. City	Rochester	Syracuse	Boston	Hartford	Providence
Mineral Spirits	18.5	17.0	20.0	21.0	18.0	19.0	18.5
V.M.&P. Naphtha	20.5	18.5	21.5	27.5	19.5	20.5	20.5

Taxes: N.Y.C. prices do not include 3% city sales tax applicable to price of gasoline (ex tax).

Discounts:

Mobil Kerosine—Mt. Vernon T.W. less 0.5c for deliveries of 300 gals. or more.

Mobilfuel Diesel—All points, 0.5c for T.W. deliveries of 800 gals. or more.

Mobilheat—Mt. Vernon T.W. less 0.5c for deliveries of 300 gals. or more.

Notes:

Syracuse V.M.&P. price is in steel barrels. Jamestown T.C. prices are delivered prices; all other T.C. prices are FOB bulk terminals.

OHIO STANDARD

	Gasoline Taxes	Aviation Gas,-Cons. T.W. Sohio Avia. 80	Sohio Avia. 91	Sohio Avia. 100	Sohio X-Tane Gasoline (Regular-Grade) Consumer T.W.	Sohio X-Tane Gasoline (Regular-Grade) Re-seller	Sohio X-Tane Gasoline (Regular-Grade) S.S.	Naphthas & Solvents—Cons. T.W. S.H. Solvent	D.C. Naphtha	V.M.&P. Naphtha	Varnolene	Sohio Solvent	Kerosine T.W.	No. 1 Sohio-Heat	No. 2 Sohio-Heat
Akron	6.0	22.0	23.0	26.0	15.2	14.7	18.8	20.0	21.5	21.5	20.5	20.5	13.9*	13.9*	12.9*
Canton	6.0	22.0	23.0	26.0	19.0	15.5	19.8	20.0	21.5	21.5	20.5	20.5	13.9*	13.9*	12.9*
Cincinnati	6.0	22.0	23.0	26.0	19.0	15.5	19.8	20.0	21.5	21.5	20.5	20.5	13.9	13.9	12.9
Cleveland	6.0	22.0	23.0	26.0	19.0	15.5	19.8	20.0	21.5	21.5	20.5	20.5	13.9*	13.9*	12.9*
Columbus	6.0	22.0	23.0	26.0	19.0	15.5	19.8	20.0	21.5	21.5	20.5	20.5	13.9*	13.9*	12.9*
Dayton	6.0	22.0	23.0	26.0	19.0	15.5	19.8	20.0	21.5	21.5	20.5	20.5	13.9	13.9	12.9
Lima	6.0	22.0	23.0	26.0	19.0	15.5	19.8	20.0	21.5	21.5	20.5	20.5	13.9	13.9	12.9
Mansfield	6.0	22.0	23.0	26.0	19.0	15.5	19.8	20.0	21.5	21.5	20.5	20.5	13.9	13.9	12.9
Marion	6.0	22.0	23.0	26.0	19.0	15.5	19.8	20.0	21.5	21.5	20.5	20.5	13.9	13.9	12.9
Portsmouth	6.0	22.0	23.0	26.0	19.0	15.5	19.8	20.0	21.5	21.5	20.5	20.5	13.9	13.9	12.9
Toledo	6.0	22.0	23.0	26.0	19.0	15.5	19.8	20.0	21.5	21.5	20.5	20.5	13.9	13.9	12.9
Youngstown	6.0	22.0	23.0	26.0	19.0	15.5	19.8	20.0	21.5	21.5	20.5	20.5	13.9*	13.9*	12.9*
Zanesville	6.0	22.0	23.0	26.0	19.0	15.5	19.8	20.0	21.5	21.5	20.5	20.5	13.9*	13.9*	12.9*

Taxes: Hangar operators can purchase aviation gasoline less 4c per gal. State Road Tax by supporting purchase with State Tax Exemption Form A-10 to supplier.

Discounts: Sohio Aviation—on contract to hangar operators and resellers, 2c off consumer t.w.

Kerosine, Nos. 1 & 2—Prices with asterisk (*) are for t.w. or drum deliveries of 100 gas. or more; less than 100 gals., 0.5c higher. Prices at other points are for t.w. or drum deliveries of 50 gals. or more; less than 50 gals., 0.5c higher.

Naphthas—To contract consumers off t.w. prices (except Lucas County) 300 to 999 gals., 0.5c; 1000 to 2499 gals., 0.75c; 2500 to 4999 gals., 1c; 5000 or more gals., 1.5c. Lucas County: less than 50 gals., tank wagon price, 50 to 249 gals., 0.5c; 250 to 499 gals., 1c; 500 gals. or over 1.5c.

Notes: Renown (third-grade) gasoline prices are same as X-Tane unless otherwise noted. S.S. prices are at company-operated stations.

INDIANA STANDARD

Tank wagon prices listed below were obtained by NPN correspondents who visited Standard of Indiana bulk plants where the company's prices are publicly posted.

	Red Crown (Reg. Grade) Red Cr'n. Cons. T.W.	Red Cr'n. Dlr. T.W.	Gasoline Taxes	Kerosine T.W.	Stanolex Furnace Oil 1-99 gals.	100 gals. & over	100-174 gals.	175-999 gals.	1,000 gals., & over
Chicago, Ill.	17.3	15.3	6.0	15.8	....	....	....	....	....
South Bend, Ind.	18.0	16.5	6.0	16.6	15.3	14.3	....	....	....
Detroit, Mich.	16.3*	14.8*	6.5	15.5	14.8	13.6	....	....	....
Mpls.-St. Paul	17.5	15.5	7.0	16.4	15.0	....	14.0	13.3	13.8
Des Moines, Ia.	16.9	15.4	6.0	15.8	14.2	13.2	....	....	....
St. Louis, Mo.	16.7	15.2	5.0	15.5	13.6	12.6	....	....	....
Wichita, Kans.	14.4	14.0	7.0	14.0	12.2	11.2	....	....	....
Omaha, Neb.	17.0	15.5	7.0	15.5	13.9	12.9	....	....	....
Fargo, N. D.	18.3	16.8	7.0	17.3	15.6	14.6	....	....	....
Huron, S. D.	18.2	16.7	7.0	17.2	15.5	14.5	....	....	....
Milwaukee, Wisc.	17.6	16.1	6.0	16.5	15.0	14.0	....	....	....

Fuel Oils—T.W.—Chicago, Ill.

	Standard Heater Oil	Stanolex Furnace Oil
1-99 gals.	15.8	14.8
100-149 gals.	14.8	....
150 gals. & over	14.3	....
150-399 gals.	....	13.8
400 gals. & over	....	13.3
	Stanolex Fuel A	Stanolex Fuel C
1-749 gals.	x10.15	x9.0
750 gals. & over	x9.4	x8.25

Taxes: St. Louis, Mo., gasoline tax includes 1c city tax. Des Moines, Ia., kerosine and furnace oil prices do not include 4c state tax. State sales, occupation, consumer & use taxes to be added where applicable.

* "Temporary" price.

x Effective July 23.

TEXAS CO.

	Fire-Chief Gasoline (Regular Grade) Dealer T.W.	Fire-Chief Gasoline (Regular Grade) Gasoline Taxes	Kerosine Dealer T.W.
Dallas, Tex.	14.0	6.0	12.80
Fort Worth	14.0	6.0	12.80
Wichita Falls	14.0	6.0	12.80
Amarillo	14.0	6.0	12.80
Tyler	14.0	6.0	12.80
El Paso	15.5	6.0	13.85
San Angelo	14.0	6.0	12.80
Waco	14.0	6.0	12.80
Austin	14.0	6.0	12.80
Houston	14.0	6.0	12.80
San Antonio	14.0	6.0	12.80
Port Arthur	14.0	6.0	12.80

Notes:—Dealer t.w. prices apply also to all classes of consumers with minimum delivery of 50 gals.

Kentucky Standard

	Crown Net Dealer	Gasoline Taxes	Kerosine T.W.
Covington, Ky.	14.4	9.0	15.4
Lexington	16.5	9.0	15.1
Louisville	15.2	9.0	14.4
Paducah	14.7	9.0	14.1
Jackson, Miss.	15.7	9.0	14.3
Vicksburg	15.2	9.0	13.8
Birmingham, Ala.	15.7	9.0	14.6
Mobile	15.0	10.0	14.3
Montgomery	15.8	10.0	14.7
Atlanta, Ga.	15.9	8.0	14.3
Augusta	16.4	8.0	16.0
Macon	15.9	8.0	14.4
Savannah	15.2	8.0	15.1
Jacksonville, Fla.	15.2	9.0	15.05
Miami	15.2	9.0	15.15
Pensacola	15.0	10.0	14.0
Tampa	15.0	9.0	15.0

Taxes:

Gasoline tax column includes these city & county taxes: Mobile, 2c city; Birmingham, 1c county; Montgomery, 1c city & 1c county; Pensacola, 1c city. Other taxes not included in prices: Georgia, kerosine, 1c; Montgomery, kerosine 1c; Mississippi, kerosine 0.5c.

Notes:

Consumer t.w. prices are same as net dealer prices.

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NATIONAL PETROLEUM NEWS
1213 W. Third St., Cleveland 13, Ohio
WRITE TODAY

Creole Posts Prices for Venezuela Crude

NEW YORK—Recognizing the increasing importance of Venezuela as a crude petroleum producing and exporting nation, Creole Petroleum Corp., subsidiary of Standard Oil Co. (New Jersey) the past week announced the first official posting of prices for crude oils produced in that country.

"The United States of Venezuela is the largest petroleum exporting nation in the world, a position formerly held by the United States of North America," Arthur T. Proudfit, Creole president, said.

"Venezuela is also the second largest petroleum producing country," Mr. Proudfit said, adding:

"In view of Venezuela's position in the petroleum industry, there should be published prices for petroleum at Venezuelan ports. As a contribution toward establishing such a market, Creole has . . . published the prices at which it will sell and purchase Venezuelan crude oil in cargo lots at Venezuelan deep water ports subject to crude availability and Creole's requirements."

In accordance with this policy and until further notice, following are prices published by Creole for various Venezuelan crudes in cargo lot quantities at ports named:

Crude	Gravity API	Price $/Barrel	FOB
Bachaquero	14.0/14.9	1.61	Las Piedras or Amuay Bay
Tia Juana Heavy	16.0/16.9	1.65	Las Piedras or Amuay Bay
Lagunillas Heavy	Flat	2.00	Las Piedras or Amuay Bay
La Rosa	20.0/20.9	2.00	Las Piedras or Amuay Bay
Tia Juana Medium	26.0/26.9	2.20	Las Piedras or Amuay Bay
Tia Juana 102 1. p.	26.0/26.9	2.44	Las Piedras or Amuay Bay
Tia Juana Light	30.0/30.9	2.28	Las Piedras or Amuay Bay
Mara	30.0/30.9	2.33	Las Piedras or Amuay Bay
Cumarebo	48.0/48.9	2.95	Tucupido
San Joaquin	42.0/42.9	2.82	Puerto la Cruz
Oficina	32.0/32.9 EWMO	2.57	Puerto la Cruz
Quiriquire	18.0/18.9	2.24	Caripito
Temblador	20.0/20.9	2.28	Caripito
Pedernales	20.0/20.9	1.40	Capure (field)

If the gravity of crude delivered is higher or lower than the gravities indicated above, for each degree or fraction thereof, the prices shown will increase or decrease, as the case may be, by 2c per bbl. Exception to this is the flat price for Lagunillas Heavy crude.

The price applicable to each cargo will be that in effect at the time the vessel tenders for loading, Creole says, adding:

"Any purchases of Venezuelan crude oil made by this company which are not subject to contracts with the Government will be made at the price established by schedule currently in effect. For purchases made in the fields, the above price will be the basis for such purchases, and deductions will be made for terminalling and pipe line services in accordance with published tariffs."

Creole is second major company to publish cargo prices for crude oils in foreign markets. On Nov. 1, 1950, Socony posted $1.75 per bbl. for 36 gravity oil at Ras Tanura and $1.77 at UMM Said in Persian Gulf, and later—with opening of TAPline on Dec. 1, 1950—$2.41 for Arabian crude at Sidon in Eastern Mediterranean.

Trade sources in New York see Creole's move as one more step in the gradual breaking away from the U.S.A. as a base for world oil pricing.

With the Middle East now the principal source of supply for the Eastern Hemisphere, and Venezuela supplanting the U. S. as the main reservoir for Western Hemisphere needs (outside of the U. S.), market observers believe prices in the two areas will rise and fall on their own economics, rather than on the economics of U. S. industry.

Spot Lots of Propane Ease to 2.5c

TULSA—Quotations on spot lots of propane, Group 3, have slipped 0.25c past week, from 2.75c to 2.5c, but prices still are firm compared with recent summers, according to liquefied petroleum gas sources July 23.

With relatively little butane being purchased for underground, prices for this product are weak. Butane, a "more expensive product" than propane, generally is available at same prices, from 2.5 to 3c, Group 3, for spot quantities.

Ceiling prices of principal Mid-Continent producers are unchanged—4c for propane, 4.5c for butane-propane mix, and 5c for butane, FOB Group 3.

Summary of River Barge Commercial Shipments from Gulf Coast—May 1952

(Figures in bbls. From data prepared by Department of Interior, Oil & Gas Division)

	Crude Oil	Gasoline	Kerosine	Heating Oil	Gas Oil	Fuel Oil	Lubes	Misc. Prod.	Total
From TEXAS to:									
DIST. 1	.....	12,912	.....	.....	.....	63,202	21,517	9,712	107,343
DIST. 2	.....	455,929	175,465	46,949	98,659	26,328	.....	38,776	842,106
Ind., Ill., Ky., etc.	.....	455,929	140,379	46,949	72,331	26,328	.....	38,776	780,692
Mo., Iowa, etc.	.....	.....	35,086	.....	26,328	.....	.....	.....	61,414
DIST. 3	.....	125,670	.....	.....	3,131	.....	.....	.....	128,80"
From LOUISIANA to:									
DIST. 1	.....	138,185	6,799	.....	10,727	51,705	.....	15,516	222,932
DIST. 2	561,378	1,192,611	91,783	3,309	164,191	4,062	5,354	3,234	2,025,922
East Ohio	.....	.....	.....	.....	.....	.....	.....	.....	.....
Ind., Ill., Ky., etc.	561,378	1,192,611	91,783	3,309	164,191	4,062	5,354	3,234	2,025,922
Mo., Iowa, etc.	.....	117,081	.....	.....	.....	.....	.....	.....	117,081
DIST. 3	36,570	494,517	66,292	.....	28,106	.....	.....	.....	625,485
From ARK.-MISS. to:									
DIST. 2	.....	969,101	30,729	39,990	.....	.....	.....	.....	1,039,820
Ind., Ill., Ky., etc.	.....	904,267	30,729	39,990	.....	.....	.....	.....	974,986
Mo., Iowa, etc.	.....	64,834	.....	.....	.....	.....	.....	.....	64,834
DIST. 3	.....	.....	.....	.....	.....	.....	.....	.....	.....
TOTAL RIVER BARGES	597,948	3,388,925	371,068	90,248	304,814	145,297	26,871	67,238	4,992,409

Mid-Continent, Texas, New Mexico, Louisiana, Arkansas, Rocky Mountain and Other Fields

SCHEDULE Gravity	A	B	C	D	F	G	H	I	J	K	M	N	O	P	Q	R	S	T
Below 12	....	....	....	....	....	....	....	....	....	1.61	....	....	....	....	....	....	....	....
12-12.9	....	....	....	....	....	....	....	....	....	1.65	....	....	....	....	....	....	....	....
13-13.9	....	....	....	....	....	....	....	....	....	1.69	....	....	....	....	....	....	....	....
14-14.9	....	....	....	....	....	....	....	....	....	1.73	....	....	....	....	....	....	....	....
15-15.9	....	....	....	....	....	....	....	....	....	1.77	....	....	....	....	....	....	....	1.28
16-16.9	....	....	....	....	....	....	....	....	....	1.81	....	....	....	....	....	....	....	1.34
17-17.9	....	....	....	....	....	....	....	....	....	1.85	....	....	....	....	....	....	....	1.40
18-18.9	....	....	....	....	....	....	....	....	....	1.89	....	....	....	....	....	....	....	1.46
19-19.9	....	....	....	....	....	....	....	....	....	1.93	....	....	....	....	....	....	....	1.52
Below 20	2.23	2.25	2.10	2.16	2.46	2.38	2.48	2.43	2.53	1.95	2.19	2.21	2.28	2.33	1.81	....	2.05	....
20-20.9	2.25	2.27	2.12	2.18	2.48	2.40	2.50	2.45	2.55	1.97	2.21	2.23	2.30	2.35	1.83	....	2.07	1.88
Below 21	2.25	....	2.12	2.18	2.48	2.40	2.50	....	....	....	2.21	2.23	2.30	2.35	....	....	....	....
21-21.9	2.27	2.29	2.14	2.20	2.50	2.42	2.52	2.47	2.57	1.99	2.23	2.25	2.32	2.37	1.85	....	2.09	1.64
22-22.9	2.29	2.31	2.16	2.22	2.52	2.44	2.54	2.49	2.59	2.01	2.25	2.27	2.34	2.39	1.87	....	2.11	1.70
23-23.9	2.31	2.33	2.18	2.24	2.54	2.46	2.56	2.51	2.61	2.03	2.27	2.29	2.36	2.41	1.89	....	2.13	1.76
Below 24	....	....	....	....	2.54	2.46	....	2.51	2.61	....	2.27	2.29	2.36	2.41	....	....	....	....
24-24.9	2.33	2.35	2.20	2.26	2.56	2.48	2.58	2.53	2.63	2.05	2.29	2.31	2.38	2.43	1.91	....	2.15	1.82
Below 25	2.33	2.35	....	2.26	....	....	....	....	....	....	....	....	....	....	....	....	....	1.83
25-25.9	2.35	2.37	2.22	2.28	2.58	2.50	2.60	2.55	2.65	2.07	2.31	2.33	2.40	2.45	1.93	....	2.17	1.88
26-26.9	2.37	2.39	2.24	2.30	2.60	2.52	2.62	2.57	2.67	2.09	2.33	2.35	2.42	2.47	1.95	....	2.19	1.94
27-27.9	2.39	2.41	2.26	2.32	2.62	2.54	2.64	2.59	2.69	2.11	2.35	2.37	2.44	2.49	1.97	....	2.21	1.99
28-28.9	2.41	2.43	2.28	2.34	2.64	2.56	2.66	2.61	2.71	2.13	2.37	2.39	2.46	2.51	1.99	....	2.23	2.04
Below 29	2.41	....	2.28	....	2.64	....	....	....	....	....	....	....	....	....	....	2.50	....	....
29-29.9	2.43	2.45	2.30	2.36	2.66	2.58	2.68	2.63	2.73	2.15	2.39	2.41	2.48	2.53	2.01	2.50	2.25	2.09
29 & Above	....	....	....	....	2.66	....	....	2.63	....	2.15	....	....	....	....	....	....	....	....
30-30.9	2.45	2.47	2.32	2.38	2.68	2.60	2.70	2.65	2.75	2.17	2.41	2.43	2.50	2.55	....	2.525	2.27	2.14
30 & Above	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.03	....	....	....
31-31.9	2.47	2.49	2.34	2.40	2.70	2.62	2.72	2.67	2.77	2.19	2.43	2.45	2.52	2.57	....	2.55	2.29	2.19
32-32.9	2.49	2.51	2.36	2.42	2.72	2.64	2.74	2.69	2.79	....	2.45	2.47	2.54	2.59	....	2.575	2.31	2.23
32 & Above	....	....	....	....	....	....	....	....	....	2.21	....	....	....	....	....	....	....	....
33-33.9	2.51	2.53	2.38	2.44	2.74	2.66	2.76	2.71	2.81	....	2.47	2.49	2.56	2.61	....	2.60	2.33	2.27
34-34.9	2.53	2.55	2.40	2.46	2.76	2.68	2.78	2.73	2.83	....	2.49	2.51	2.58	2.64	....	2.625	2.35	2.31
34 & Above	....	....	....	....	2.76	....	2.78	....	....	....	....	....	....	....	....	....	....	....
35-35.9	2.55	2.57	2.42	2.48	2.78	2.70	2.80	2.75	2.85	....	2.51	2.53	2.60	2.65	....	2.65	2.37	2.35
36-36.9	2.57	2.59	2.44	2.50	2.80	2.72	2.82	2.77	2.87	....	2.53	2.55	2.62	2.67	....	2.675	2.39	2.39
37-37.9	2.59	2.61	2.46	2.52	2.82	2.74	2.84	2.79	2.89	....	2.55	2.57	2.64	2.69	....	2.70	2.41	2.41
38-38.9	2.61	2.63	2.48	2.54	2.84	2.76	2.86	2.81	2.91	....	2.57	2.59	2.66	2.71	....	2.725	2.43	2.43
39-39.9	2.63	2.65	2.50	2.56	2.86	2.78	2.88	2.83	2.93	....	2.59	2.61	2.68	2.73	....	2.75	2.45	2.45
40 & Above	2.65	2.67	2.52	2.58	2.88	2.80	2.90	2.85	2.95	....	2.61	2.63	2.70	2.75	....	2.775	2.47	2.47

Prices generally were effective as of 7 a.m., Dec. 6, 1947, except as noted. Prices are shown by general areas. Details of fields where each company buys, exceptions to schedules as shown, and effective dates of exceptions not noted will be furnished on request to NPN.

OKLAHOMA

Schedule A: Carter, Continental, Gulf, Magnolia, Phillips, Shell, Sinclair, Stanolind O. P., Texas Co.; Pure for all fields except Keyes.
Schedule D: Pure (12-12-49) for Keyes Field.

KANSAS

Schedule A: Carter, Continental, Gulf, Phillips, Pure, Shell, Sinclair, Stanolind O. P., Texas Co.

TEXAS

North-North Central

Schedule A: Continental, Gulf, Magnolia, Sinclair, Stanolind, Texas Co.

East Central

Schedule B: Humble, Sinclair.

West Central

Schedule A: Humble.

Panhandle

Schedule A: Gulf, Humble, Magnolia, Phillips, Texas Co.

East Texas

$2.65 Flat Price: Atlantic, Gulf, Humble, Magnolia, Phillips, Shell, Sinclair, Stanolind, Texas Co.

West Texas (Sweet)

Schedule A: Atlantic, Gulf, Humble, Magnolia, Phillips, Shell, Sinclair, Texas Co.

West Texas (Intermediate)

Schedule D: Atlantic, Gulf, Humble, Magnolia, Pan American 8-10-51, Phillips, Shell, Sinclair, Stanolind, Texas Co.

West Texas (Sour)

Schedule C: Atlantic, Gulf, Humble, Magnolia, Phillips, Shell, Sinclair, Stanolind, Texas Co.

West Texas (Scurry County Area)

Schedule A: Gulf, Magnolia, Pan American, Stanolind, Sun, Texas Co.

Gulf Coast (Low Cold Test)

Schedule F (24-30 gravity): Humble 7-8-49, Stanolind O.G. & Texas Co. 7-12-49, Sun 7-13-49, Continental, Sinclair & Stanolind O. P. 7-14-49.

Gulf Coast (Hastings & Others)

Schedule F (20-40 gravity): Atlantic, Gulf 7-11-49, Humble, Pan American, Republic, Sinclair, Sun, Stanolind O.G., Texas Co.

Gulf Coast (Anahuac & Others)

Schedule G: Gulf, Humble, Magnolia, Pan American, Phillips 2-1-51, Sinclair, Sun, Texas Co.

Gulf Coast (Refugio & Others)

Schedule H: Atlantic, Humble, Republic, Sinclair, Phillips, 3-1-49.

Gulf Coast (Mirando Heavy & Others)

Schedule I (24-29 gravity): Humble 7-8-49, Magnolia 7-11-49, Sinclair 7-14-49, Texas Co. 7-12-49.

Gulf Coast (Heyser & Others)

Schedule I (20-40 gravity): Continental, Humble, Magnolia, Pan American, Republic; Sun 7-13-49.

Gulf Coast (Kelsey & Others)

Schedule J: Humble, Sun.

Texas Miscellaneous

Agua Dulce (Republic)	$2.80
Aransas (Atlantic)—2c above	Schedule P
Bazette (Humble)	2.65
Benavides & E. (Republic)	2.75
Boynton (Humble)	2.48
Cayuga crude (Pan Am, 1-1-50)	Schedule K
Cayuga cond. (Pan Am, 3-1-48)	2.65
Chapel Hill, Below 50 (Gulf, Sinclair)	2.58
Chapel Hill, 50 & Above (Gulf, Sinclair)	2.65
Charlotte (Humble)	Schedule B
Clark (Humble)	2.54
Clay Creek (Sun)	2.40
Cleveland & N. (Shell, 1-1-49)	2.83
Conroe (Humble, Sun, Texaco)	2.83
Darst Creek (Humble, Magnolia, Texaco)	2.54
Earl Lee (Pan Am, 4-1-52)	Schedule K
Forest Hill (Pan Am, 4-1-52)	Schedule K
Gist, 35 & above (Atlantic, 5-1-50)	2.75
Gist, below 35 (Atlantic, 8-23-49)	2.40
Hawkins (Humble, 4-25-49)	Schedule K
Hilbig (Humble)	2.54
Imogene (Humble)	Schedule B
Lentz (Humble)	2.54
Livingston (Shell, 5-1-48)	2.83
Longhorn & E. (Republic)	2.75
Long Lake (Sinclair)	2.65
Luling-Branyon, low gravity (Magnolia)	2.45
Luling-Branyon, high gravity (Magnolia)	2.57
Lytton Springs (Magnolia)	2.57
Manford (Humble)	2.54
Manziel (Pan Am, 1-1-50)	Schedule K
Mariposa (Humble)	Schedule B
Merigale-Paul (Pan-Am, 1-1-50)	Schedule K
Midway Lake (Pan Am, 4-1-52)	Schedule K
McCoy (Shell, 5-1-48)	2.83
North Vidor (Magnolia)	2.80
Opelika (Magnolia)	2.65
Pearsall (Humble) 1c below	Schedule N
Pickton (Gulf)	Schedule A
Pine Mills (Pan Am, 4-1-52)	Schedule K
Pita (Humble)	Schedule B
Pittsburg (Gulf)	Schedule A
Quitman, Eagle Ford & Sub Clarksville Sands (Pan Am, 1-1-50)	Schedule K
Quitman, Paluxy (Pan Am, 4-27-49)	2.62
Salt Flat (Humble)	2.54
Sand Flat (Humble, Pure, 4-25-49)	Schedule K
Satsuma (Stanolind O.P., 4-1-50)	2.75
Segno (Gulf, 6-1-48)	Schedule F
Southland (Republic)	2.75
Sweden (Republic)	2.75
Talco (Humble, 4-25-49)	Schedule K
Taylor Link (Shell)	2.35
Tenney Creek (Humble)	2.54
Tomball (Humble, Magnolia, Sanolind)	2.83
Van (Humble, Pure)	2.48
Willamar (Pan American, 8-1-50)	2.40
Yates (Gulf, Humble, Shell)	2.35
Zoborski (Humble)	2.54

New Mexico (Sour)

Schedule C: Atlantic, Continental, Humble, Magnolia, Phillips, Shell, Sinclair, Stanolind, Texas Co.

New Mexico (Intermediate)

Schedule D: Humble, Magnolia, Phillips, Shell, Sinclair, Texas Co.

PENNSYLVANIA GRADE

(Dec. 9, 1950)

Alleghany, N. Y. (Beep, Tide Water)	4.25
Bradford, Pa. (Beep, Tide Water)	4.25
Buckeye, O. (Beep)	3.76
Eureka, W. Va. (Pure, Beep)	3.76
Middle Penn. District (Beep)	4.25
Southwest Penn. (Beep)	3.82
Tiona-Sheffield, Pa. (Beep)	4.25
Zanesville, O. (Ashland)	3.10

MICHIGAN

(Only the lowest and highest postings in price schedule of each company are shown below; complete schedules may be obtained on request to NPN)

Bay	
Adams (Heavy) & Deep River (8-1-50)	$2.62
Buckeye (11-1-49) & Bentley (2-1-50)	2.75
Leonard—7-16-49:	
Clare City	2.44
Fork & other fields	2.80
Pure	
Adams & Deep River (8-1-50)	2.62
Coldwater & other fields (7-1-49)	2.80
Simrall—6-24-49:	
Montmorency	2.31
Barryton-Sun Denslow	2.94
Sohio—6-30-49:	
Cato	2.61
Coldwater & Isabella	2.80

ILLINOIS-INDIANA-KENTUCKY-OHIO

Bowling Green, Ky. (Owensboro-Ashland, 7-1-49)	$2.42
Butler Co., Ky., (Owensboro-Ashland, 7-1-49)	2.55
Cleveland, O. & Others (S. O. Ohio, 4-15-50)	2.60
Clinton Co., Ky. (Ashland, 2-1-48)	2.77
Corning, O. (Beep, 5-6-49)	2.70
Eastern Illinois (Ohio Oil) 1c below	Schedule F
Hitesville, Ky. & Others (Carter)	2.77
Illinois Basin (Ashland O. & R., Gulf, Magnolia, Ohio Oil, Shell, Sohio, Texaco)	2.77
Indiana Basin (Ashland O. & R., Sohio)	2.77
Lima, O. (S. O. Ohio, 5-1-49)	2.40
Loudon, Ill. (Carter)	2.77
Mattoon, Ill. (Carter)	2.77
Plymouth, Ill. (Ohio Oil, 7-1-49)	2.44
Ragland Grade, Ky. (Ashland O. & T.)	2.43
Somerset Grade, Ky. (Ashland O. & T.)	2.53
Western Kentucky (Sohio)	2.77

CRUDE OIL PRICES

Prices in $ per bbl. of 42 U. S. gals. at the well, except Canadian crude prices as noted.

LOUISIANA-ARKANSAS

Arkansas Sour
(Magnolia-Limestone & Others)

Schedulp M: Arkansas Fuel, Esso Standard.

N, Louisiana-Arkansas Sweet
(Homer & Others)

Schedule N: Arkansas Fuel, Gulf, Esso Standard.

N, Louisiana-Arkansas Sweet
(Caddo & Others)

Schedule A: Arkansas Fuel, Gulf, Magnolia, Esso Standard, Stanolind.

Northeast Louisiana
(Delhi & Others)

Schedule A: Esso Standard, Stanolind, Sun.

Central Louisiana
(Holly Ridge & Others)

Schedule O: Esso Standard, Stanolind.

Central Louisiana
(Olla & Others)

Schedule P: Arkansas Fuel, Esso Standard.

Coastal Louisiana
(Golden Meadow & Others)

Schedule F: Continental, Gulf, Magnolia, Pan American, Pure, Shell, Esso Standard, Stanolind, Texas Co.

Coastal Louisiana
(Hackbery & Others)

Schedule P: Gulf 2-4-50, Stanolind 2-1-50, Sun 2-3-50.

Coastal Louisiana
(Low Cold Test)

Schedule F (34-39 Gravity): Pan American 7-13-49, Shell 7-25-49, Sun 7-13-49, Texas Co., 7-12-49.

South Louisiana
(Westwego & Others)

Schedule O: Esso Standard, Stanolind.

LOUISIANA-ARKANSAS MISCELLANEOUS

Arkansas Sour Dist. (Limestone):
Calhoun, Columbia, Dorcheat-Macedonia & McKamie (Esso Standard) $2.80

Arkansas Sweet Dist. (Sandstone):
Dorcheat-Macedonia (Esso Standard) . $2.85

Bateman Lake, La. cond. (Texaco, 2-1-48) 2.90

Bayou Pigeon, La. (Republic) 2.65

Bear, La. (Continental) 2.75

Bivins, La. (Atlantic 5-1-50) 2.75

Cotton Valley, La. Crude (Esso Standard) 2.70

Cotton Valley, La. Dist. (Esso Standard) 2.85

Creole (Pure) 2.61

Georgetown, La. (Ark. Fuel 1-1-51) ... 2.54

Haynesville, La., Smackover Lime (Arkansas Fuel, Gulf) 2.70

Jennings, La. (Gulf, Stanolind) ....Schedule O

Lisbon, La. Crude (Gulf) .....Schedule N

Neal, La. (Atlantic 5-1-50) 2.75

Smackover, Ark. (Ark. Fuel 4-30-49; Gulf 4-27-49) 2.08

Sweet Lake, La. (Pure) 2.51

Tullos, La. (Ark. Fuel 1-1-51) 2.54

Urania, La. (Ark. Fuel 1-1-51) 2.54

Ville Platte, La. (Continental) 2.75

W. Mermenteau, La. (Continental) 2.75

MISSISSIPPI

Baxterville crude (Gulf 2-5-52) $1.40

Baxterville dist. (Gulf) 2.60

Carthage Pt. dist., 45 & abv. (Pure) .. 2.85

Carthage Pt. Sweet dist. (Esso Standard) 2.85

Church Hill & Others (Esso Standard, 4-3-52) .....Schedule A

Eucutta & Others (Esso Standard 4-27-49) .....Schedule Q

Fayette & Others (Esso Standard)..Schedule O

Fayette Sweet dist. (Esso Standard) ... 2.85

Gwinville Sweet dist. (Esso Standard) .. 2.85

Pickens (Carter, Sohio) .....Schedule D

Tinsley (Sohio, 2-1-50) 1c above ...Schedule S

COLORADO

Ft. Collins (Continental) 5c below..Schedule A

Iles (Stanolind, Texaco) .....Schedule A

Moffat (Texaco) .....Schedule A

Rangely (Phillips 3-1-49) .....Schedule A

Tow Creek (Texaco) .....Schedule A

Walden (Continental) .....Schedule A

Wellington (Continental) 5c below..Schedule A

MONTANA

Brady (Phillips) $2.70

Cat Creek (Continental 5-1-50) 2.65

Cut Bank (Carter; Phillips) 2.70

Cut Bank (Texaco) .....Schedule R

Darling (Carter) 2.50

Dry Creek (Ohio Oil) .....Schedule A

Elk Basin Light & Others (Ohio Oil, Stanolind) .....Schedule A

Elk Basin Heavy & Others (Carter 5-14-49; Ohio Oil Stanolind 5-16-49) .....Schedule T

Kevin-Sunburst (Texaco, Phillips)..Schedule R

Pondera (Phillips) .....Schedule R

WYOMING

Big Sand Draw Condensate (Sinclair, 6-1-49) 2.65

Byron (Ohio Oil, 12-20-49; Stanolind, 1-12-50) 1.50

Elk Basin Light & Others (Carter, Continental, Ohio Oil, Sinclair, Stanolind, Texaco) .....Schedule A

Elk Basin Heavy & Others (Carter 5-14-49; Ohio Oil, Stanolind 5-16-49)..Schedule T

E. Mahoney Dome (Sinclair) 2c below .....Schedule C

Garland (Ohio Oil, 12-20-49; Stanolind, 1-12-50) 1.50

Mule Creek (Carter) 2.41

Oregon Basin (Ohio Oil, 12-20-49; Texaco, 1-13-50) 1.40

Wertz & Others (Sinclair) .....Schedule C

CANADIAN FIELDS

(Postings of Imperial Oil Ltd. Prices are in Canadian dollars per Canadian bbls. of 35 Imperial gals.)

Acheson/Stony Plain, D-2 & D-3 zones (4-23-52) $2.39

Armisie, Lower Cretaceous zone (4-23-52) 2.39

Bothwell (5-1-52) 3.205

Excelsior (4-23-52) 2.255

Glenco (5-1-52) 3.205

Golden Spike, D-2 & D-3 zones (4-23-52) 2.39

Joseph Lake, Viking zone (4-23-52).. 2.255

Leduc-Calmar (4-23-52) 2.475

Oil Springs (5-1-52) 3.225

Petrolia (5-1-52) 3.405

Redwater (4-23-52) 2.315

Wizard Lake, D-3 zone (4-23-52) 2.487

Woodbend (4-23-52) 2.475

Turner Valley Crude (4-23-52): Prices, FOB producer's tankage, begin with 33-33.9 at $2.795 with 2c differential per degree of gravity to 64 & over at $3.415.

CALIFORNIA

S. O. California prices effective Dec. 13, 1950, except Edison and Wheeler Ridge, Jan. 1, 1951. All gravities above those quoted take highest price offered for the field specified.

SCHEDULE	1	2	3	4	5	6	7
Gravity							
12-12.9	$1.58	$1.50	$1.32	$1.34	$1.46	....	....
13-13.9	1.62	1.57	1.39	1.41	1.53	....	....
14-14.9	1.67	1.67	1.45	1.47	1.60	$1.63	$1.81
15-15.9	1.73	1.73	1.48	1.50	1.63	1.66	1.85
16-16.9	1.80	1.78	1.51	....	1.65	1.70	1.90
17-17.9	1.86	1.83	1.55	....	1.68	1.74	1.95
18-18.9	1.92	1.89	1.58	....	1.70	1.77	2.01
19-19.9	....	1.94	....	....	1.73	1.81	2.07
20-20.9	....	2.00	....	....	....	1.84	2.13
21-21.9	....	2.07	....	....	....	1.87	2.19
22-22.9	....	....	....	....	....	1.92	2.24
23-23.9	....	....	....	....	....	1.97	2.29
24-24.9	....	....	....	....	....	2.01	....
25-25.9	....	....	....	....	....	2.05	....
26-26.9	....	....	....	....	....	....	....
27-27.9	....	....	....	....	....	....	....
28-28.9	....	....	....	....	....	....	....

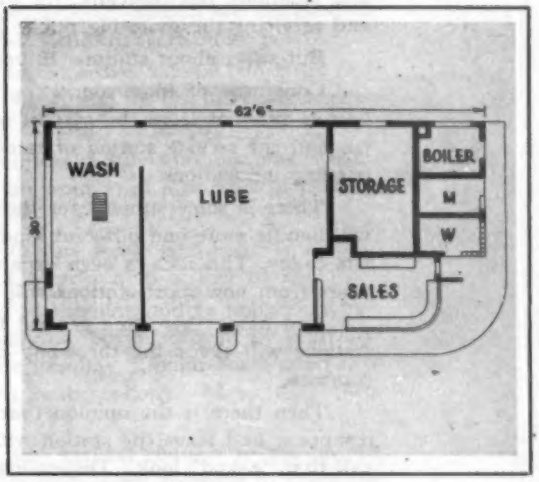
SCHEDULE	8	9	10	11	12	13	14	15
Gravity								
24-24.9	....	....	....	....	....	....	....	....
25-25.9	....	....	....	....	....	....	....	....
26-26.9	....	$2.43	....	....	....	....	....	....
27-27.9	....	2.47	$2.25	....	....	....	....	....
28-28.9	$2.47	2.51	2.30	....	$2.21	....	$2.41	....
29-29.9	2.52	2.55	2.35	....	2.27	....	2.45	....
30-30.9	2.58	2.59	2.40	....	2.33	....	2.50	....
31-31.9	2.63	2.64	2.45	$2.51	....	FOB	2.55	....
32-32.9	2.68	2.68	2.51	2.56	....	Ship	2.59	....
33-33.9	2.74	2.72	2.56	2.61	....	$2 71	2.64	....
34-34.9	2.79	2.76	2.61	2.66	....	2.75	2.69	....
35-35.9	....	....	2.65	2.71	....	2.80	2.73	$2.71
36-36.9	....	....	2.70	2.75	....	2.84	2.78	2.77
37-37.9	....	....	2.74	2.80	....	....	2.82	2.82
38-38.9	....	....	2.78	2.85	....	....	2.87	2.87
39-39.9	....	....	2.83	2.90	....	....	2.91	....
40-40.9	....	....	2.87	2.95	....	....	2.96	....

SCHEDULE	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37
Gravity																						
12-12.9	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	$1.67	$1.64	$1.70	....	....	$1.64	....
13-13.9	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.69	1.70	1.74	....	....	1.67	....
14-14.9	....	....	....	$1.88	$1.64	....	$1.86	$1.88	....	$1.82	$1.76	$1.85	$1.87	....	....	1.73	1.77	1.80	....	....	1.72	....
15-15.9	....	....	....	1.92	1.69	....	1.90	1.92	....	1.85	1.81	1.89	1.92	....	....	1.78	1.82	1.85	....	....	1.78	....
16-16.9	....	....	....	1.96	1.74	....	1.94	1.96	....	1.89	1.86	1.94	1.97	....	....	1.84	1.86	1.89	....	....	1.83	....
17-17.9	....	....	....	2.01	1.79	....	1.98	2.00	....	1.92	1.91	1.98	2.03	....	....	1.89	1.92	1.93	....	....	1.89	$1.98
18-18.9	....	$1.90	$1.93	2.05	1.84	....	2.02	2.05	....	1.96	1.96	2.03	2.08	....	....	1.95	1.99	1.98	....	....	1.96	2.04
19-19.9	....	1.95	1.98	2.09	1.89	....	2.06	2.10	$2.03	1.99	2.01	2.09	2.13	....	....	2.00	2.05	2.04	....	....	2.04	2.11
20-20.9	$2.04	1.99	2.03	2.13	1.94	....	2.10	2.15	2.10	2.03	2.06	2.15	2.18	....	$1.87	2.06	2.11	2.10	....	....	2.11	2.17
21-21.9	2.11	2.04	2.07	2.18	2.00	....	2.15	2.19	2.17	2.06	2.11	2.20	2.24	....	1.94	2.13	2.16	2.16	....	....	2.18	2.24
22-22.9	2.17	2.09	2.12	2.23	2.05	....	2.19	2.23	2.24	2.10	2.16	2.25	2.30	....	2.01	2.19	2.20	2.22	....	....	2.24	2.30
23-23.9	2.24	2.13	2.18	2.28	2.11	....	2.24	2.28	2.31	2.14	2.21	2.30	2.36	$2.22	2.07	2.25	2.25	2.27	....	....	2.29	2.37
24-24.9	2.30	2.18	2.24	2.33	2.17	$2.24	2.29	2.32	2.37	2.19	2.27	2.35	2.42	2.26	2.12	2.31	2.29	2.31	$2.26	....	2.35	2.43
25-25.9	2.35	2.22	2.30	2.38	2.23	2.29	2.34	2.37	2.43	2.23	2.34	2.39	2.48	2.31	2.18	2.37	2.33	2.34	2.29	....	2.40	2.50
26-26.9	2.40	2.27	2.36	2.43	2.29	2.34	2.39	2.41	2.49	2.28	2.40	2.43	2.53	2.35	2.24	2.43	2.37	2.38	2.32	....	2.45	2.56
27-27.9	2.45	2.33	2.41	2.47	2.35	2.40	2.43	2.45	2.55	2.34	....	2.47	2.57	2.39	2.30	2.49	2.41	2.42	2.35	....	2.50	2.63
28-28.9	2.50	2.38	2.46	2.52	2.41	2.45	2.47	2.48	2.60	2.39	....	....	2.61	2.43	2.36	2.54	2.46	2.45	2.38	....	2.55	2.70
29-29.9	2.55	2.43	2.52	2.56	....	2.50	2.51	2.52	....	....	....	....	2.64	2.48	2.41	2.59	2.50	2.49	....	....	2.60	2.76
30-30.9	2.60	2.48	2.57	2.61	....	2.55	2.55	2.56	....	....	....	....	2.67	2.52	2.47	2.64	....	2.53	....	....	2.64	2.83
31-31.9	....	2.53	2.62	2.65	....	2.60	....	2.60	....	....	....	....	2.70	2.56	2.52	2.69	....	2.57	....	....	2.68	....
32-32.9	....	2.58	2.68	....	....	2.65	....	....	....	....	....	....	2.73	2 61	2.57	....	....	2.61	....	....	2.73	....
33-33.9	....	2.63	....	....	....	2.71	....	....	....	....	....	....	2.76	2.65	2.62	....	....	2.65	....	....	2.76	....
34-34.9	....	2.68	....	....	....	2.76	....	....	....	....	....	....	2.79	2.69	2.67	....	....	2.69	....	....	2.78	....
35-35.9	....	2.73	....	....	....	2.82	....	....	....	....	....	....	2.83	2.74	2.73	....	....	2.74	....	$2.70	2.80	....
36-36.9	....	2.79	....	....	....	....	....	....	....	....	....	....	2.87	....	....	....	....	2.78	....	2.74	2.83	....
37-37.9	....	2.84	....	....	....	....	....	....	....	....	....	....	2.91	....	....	....	....	2.81	....	2.79	2.86	....
38-38.9	....	2.89	....	....	....	....	....	....	....	....	....	....	2.95	....	....	....	....	2.85	....	2.83	2.89	....
39-39.9	....	2.94	....	....	....	....	....	....	....	....	....	....	2.99	....	....	....	....	2.89	....	2.87	2.93	....
40-40.9	....	2.99	....	....	....	....	....	....	....	....	....	....	3.03	....	....	....	....	2.93	....	2.91	2.97	....

	Schedule
Aliso Canyon	37
Athens-Rosecrans	8
Brea-Olinda	24
Buena Vista Hills	31
Canfield Ranch	34
Coalinga	33
Coles Levee	10
Cymric	36
Del Valle	17
East Coyote	27
Edison	2
Elk Hills (Shallow)	31
Elk Hills (Stevens Zone)	10
El Segundo	20
Elwood	13
Gato Ridge	3
Greeley	10
Guijarral Hills	35
Huntington Beach	22
Inglewood	23
Kern Front	1
Kern River	1
Kettleman Hills	11
Lakeview Area	31
Leffingwell	15
Lost Hills	32
McClung	12
McKittrick	1
Midway-Sunset	31
Montalvo West	14
Montebello	28
Mountain View	30
Mt. Poso	1
Newport-Anaheim Sugar Area	6
Newport—Other Than Anaheim Sugar Area.	7
Pleasant Valley	33
Raisin City	33
Richfield	26
Round Mountain	1
Santa Fe Springs	9
Santa Maria Valley	5
Seal Beach	21
Signal Hill (Long Beach)	18
Torrance	25
Wasco	10
West Cat Canyon-Los Flores	4
West Coyote	29
Wheeler Ridge	16
Whittier	27
Wilmington	19

Station Construction

And Design



★ A Gallery of 'Typical' Station Designs

★ How to Cure Sick Station Operations

★ What a Station Costs; How to Finance It

★ Use of Eye-Stoppers to Boost Sales

★ Building Restrooms with Appeal

★ Providing Stations with Adequate Equipment

A Special NPN Report

Design for Competition

Competitive necessity is the parent of today's "typical" service station. This competitive factor plus the increased demand of the motoring public have dictated the growing attention given today to the functional, flexible and sales appeal characteristics of stations. In short, the over-all aim in station design is customer lure housed within a practical and economical merchandising establishment.

Designs and plans for stations may differ somewhat with various companies and locations, but basically, the over-all purpose of peak efficiency in fueling and servicing the motoring public is achieved.

But what about stations 10 years from today?

Consensus of most marketing men is that the 1962 service station won't be too different from the current models. But there are some marketers who portend the service station of tomorrow as one incorporating some rather intriguing innovations.

There is some support for the idea that future stations will be larger and will handle more and different kinds of merchandise than is found in most outlets today. This idea is even expanded by one marketer who predicts that 10 years from now most stations will be in the multi-pump category.

And along this same general thought, another marketer feels that future stations will favor the three-bay design over the two-bay variety now most common.

Then there is the opinion that station islands and pumps will eventually disappear and leave the station with what more conservative marketers might call that "naked" look. Dispensing units would go either overhead into canopies or underground, with fueling hoses coming up from below or down from above.

One thing is certain, the main purpose of effective and efficient merchandising will remain paramount.

Now, what makes today's "typical" station click?

The current station is economical to build and maintain (that is, insofar as inflated costs permit). Most marketers adhere rather closely to standard building designs which they like. Where possible, they reduce construction costs by making slight changes which will not detract from the end product and desired result.

The station is compact, yet has plenty of room for storage, servicing and display area. This is accomplished by means of carefully designed displays, built-in shelving and racks for TBA, and compactly designed equipment which is suspended where possible. Even restrooms are laid out to be attractive while still conserving on plumbing and tile as much as possible (see p. 88).

The aim in most yard layouts is to give the appearance of "openness" to motorists.

Some marketers are experimenting with placement of the station building at an angle on the back of the lot to gain more attention from the motorist.

The end result is to make the motorist feel that here is a station he can enter quickly and safely, receive fast service and be on his way with a minimum

of lost time. Here he will find modern restrooms and other services to fulfill his needs.

This "typical" station represents an average investment of $18,000 (see other article on p. 80), and marketers are giving much thought to ways and means of reducing this price tag.

Most station buildings are constructed of masonry—cement block, brick, etc.—or prefabricated steel. Exteriors are covered with porcelain enamel or stucco on two or more sides depending on the location. In some cases stone or finished brick are used on part of the building to make it conform with surrounding buildings—generally in new housing, shopping centers, or high-cost residential areas.

The lighting and other equipment at the "typical" station are designed to appeal to the motorist as well as to provide fast, efficient service (see p. 93).

"Eye-catchers" to help boost station sales consist of one or two large and well-lighted signs and attractive displays of TBA and oil products which center the motorist's eyes on the merchandise to be sold (see p. 85).

What the Future Holds—The station building of 10 years from now is likely to look much the same as it is today in the opinion of a number of leading marketing men.

One marketer, who holds generally with this view, says there is a solid trend at present towards larger stations and broader lines of merchandise.

This company believes there is a trend in gasoline pumps that might result in obsolescence of the pump now known and its replacement by centrally located concealed pumps which will dispense gasoline through hoses concealed under the driveway or placed on hose reels in the canopy. Meter dials then might appear on a wall or panel.

An eastern marketer does not anticipate any radical changes in stations 10 years hence. He does believe larger stations with larger frontage to speed up services will be the coming trend. Not much change in dispensing lubricating oil is seen by this marketer who says about 33% of the lube oil volume is sold at the island as make-up oil, and the balance is sold in the lubritorium. Canned oil will continue to be the main method of dispensing, although some stations may use wet hose and reels to dispense oil in the lube bay. A far western marketer notes that the current trend in station layout is toward the open style.

Another West Coast marketer believes there may be more three-bay units.

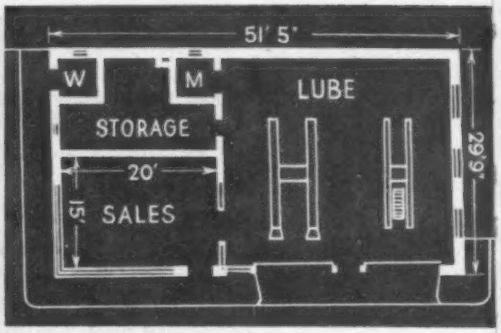
One southern marketing executive expects all stations to be of the multi-pump variety 10 years hence.

He expects to see plenty of driveway space, lots of lights, and possibly hidden gasoline dispensing pumps in the "typical" station of 1962.

It is quite possible that there may be a trend toward wet hose delivery of motor oil, particularly in the lubritoriums. However, this has not as yet been proven practical for pump island installation, another marketer says.

This company believes the pump island will assume increasing importance as a merchandising area for the display of fast moving merchandise, and to give the motorist a feeling that the outlet is stocked to render complete service.

The following pages give numerous examples of today's "typical" stations and some of the thinking which went into their design. These stations are the "workhorse" outlets of the oil industry—by far the greatest in number and representing the greatest volume of sales on the whole.



Socony Pushes 4 Plus-Points

Socony-Vacuum Oil Co., Inc., says its standard service station design embodies four important features. It is functional, flexible, economical, and adaptable to rehabilitation of existing stations.

Functionally, the company says, the space arrangement is entirely adapted to the purpose for which it is intended. The rooms are of ample size, without waste space, closely grouped and accessible to the service yard, with sufficient glass area for complete visibility in and around the building.

The utility room is equipped with shelves, tire racks and lockers and is used for merchandise and supply storage and to house the air compressor and grease drums for the power lubrication system.

Salesroom is of ample size and proportion for the proper display of typical merchandise on the shelves of the rear wall and on table display units in the room, and for the operator's desk.

The lubritorium is roomy enough for work aisles around the lifts, work bench area and floor working space. Many of the larger pieces of movable equipment may be stored in this area without interfering with the work normally performed.

Flexibility—Entire building is constructed so that flexibility by alteration is easily accomplished in the event of unforeseen operational requirements at some later date. The rear salesroom wall is of frame construction for ease of moving to increase or decrease the size of the salesroom, depending on the merchandising requirements.

Company says that economically, for the quality of buildings being built, the cost is at a minimum. Simple design, inexpensive, standard and available materials have been used throughout. The rectangular design without projections of any kind lends itself to low cost construction.

Gains Attention—Purpose of Socony's design is to create visual attention and leave a lasting favorable impression of what is seen. The exterior, even though the design is simple, embodies five basic elements each of which is important to final appearance. These are: distinction and simplicity, maximum display visibility, well-proportioned legend display area, impression of extensiveness, and adaptability to rehabilitation of existing outlets.

Socony says because today's service station building is primarily a functional building of low cost, distinction is attained in general by the dignified use of brand advertising and trademarks, as an integral, well proportioned and properly located part of the building. In addition, other simple, low cost, features have been added, such as striping and the aluminum valance over the show windows.

Show windows are large and unobstructed by bulkheads, the idea being to display merchandise in the salesroom on wall shelves and movable display tables appropriately arranged in the room. Even the inside show window sills slope to prevent the building up of display "pyramids" in the windows.

Display of brand legend and pegasus trademark is considered an important feature of the design and considerable thought has been given by Socony to the proportions of the space for these elements. The pegasus, projecting above the coping, partially in silhouette, lends distinctiveness to an otherwise plain facade.

The impression of extensiveness is attained by the open appearance created by the use of large glass areas in the show windows, the elimination of vertical wood muntins in the overhead doors, and the use of pass door and fixed panels adjacent to these doors.

Building is entirely adaptable to the functions performed; is economical, of pleasing appearance, and is representative of the company in its retail business, Socony says. It is adaptable to use in general on most any reasonable size or shape plot and to either conventional or multi-pump layouts.

Materials used in constructing the building are: footings, poured concrete; foundations, poured concrete or concrete blocks; exterior walls, concrete blocks; partitions, frame, concrete block; roof framing and deck, wood; roofing, 4-ply asphalt and gravel; floors, reinforced concrete; windows, projected type steel sash.

Room finishes: salesroom—ceiling, plaster, painted white; walls, plaster, painted, wainscot is green, above is yellow; floor, red coloring in cement.

Lubritory—ceiling, plaster, painted white; walls, plaster on concrete block painted same as salesroom; floors red coloring in cement.

Restrooms—ceiling, plaster, painted white; walls, wainscot green ceramic tile; above is plaster painted yellow; floors, dark green unglazed ceramic tile.

Utility room has gypsum board ceiling with smooth faced concrete blocks and floors natural colored cement.

Building exterior generally is finished with porcelain enamel on front and salesroom end; rest is finished with white stucco. Sometimes, depending on location or climatic conditions, stucco is used throughout for exterior finish. Standard outside color scheme is white background, with red base, belt and coping stripes with blue brand legends and red pegasus emblem.

Driveways are asphalt with exception of light colored concrete mats for pump islands and concrete approach ramps from street. The lighter concrete, obtained by using light colored concrete, is used to increase reflectivity, resulting in added soft light at night.

A fence outlining the service area

has been included, not only to define the service area, but also to create a background for the building and a tie uniting the entire layout into one frame, resulting in an impression of extensiveness, Socony says.

Lighting—The interior of the building is lighted entirely with high power factor fluorescent fixtures, except in the utility room. All fixtures are mounted directly on the ceiling, taking advantage of the high reflectivity of the painted plaster ceiling. Fixtures in the lubritory are strip lights with exposed lamps. Those in the salesroom are of higher quality —more decorative, with reflectors and the lamps, glass enclosed. General light intensity in both salesroom and lubritory is 25 foot-candles, some 25% above the company's minimum for the functions performed in these rooms.

General yard and exterior building lighting is done by flood-lights mounted about 25′ high on poles. These lights are carefully directed so that an even distribution of light is obtained across the entire facade and both ends of the building, to an intensity of 15 foot-candles where desirable. The floodlights are directed onto the wall surface of the exterior, the glazed surfaces being lighted from the inside in order to appear floodlighted from the outside.

The pump island sales area, being of major importance from a merchandising standpoint, must be equally well lighted. Typical of many outlets, the horizontal fluorescent island light is used. Mounted 8′ above the island and of the same length, an intensity of 50 foot candles is obtained directly at the island, decreasing to 10 foot-candles 8′ away at the ordinary work level.

The PAR type flood or spotlight is used for highlighting the approach ramps. No attempt is made to light the entire length of the approach. About 5 foot-candles is desired at two areas on each ramp as a "target" which the customer may use as a guide for entering the yard. If necessary, due to distance between approach and pump island, additional PAR's are used for spotlighting the normal path of the driver to this sales area. The rest of the yard is not lighted, except in specific work areas, but has the benefit of spill and reflected light from all exterior light sources.

Heating—The building is heated with a suspended type oil burning, warm air unit mounted over the men's restroom, with ducts to the various areas. The system is automatic, controlled by thermostat. Temperatures maintained are 70° in salesroom and restrooms and 60° in lubritory and utility rooms.

The advertising aspect of the typical service station is generally attained by the use of strong, bold identifying trademark and brand name legends of porcelain enamel, each letter mounted individually on the spandrel wall giving character and distinctiveness. In addition, the standard 72″ shield sign, pole mounted, is displayed at the street property line in such a way as to attract the customer from several blocks distant in either direction. Wall space in the lubritory has been set aside and made available for specific product or service advertising.

Sohio Design Achieves Low Maintenance

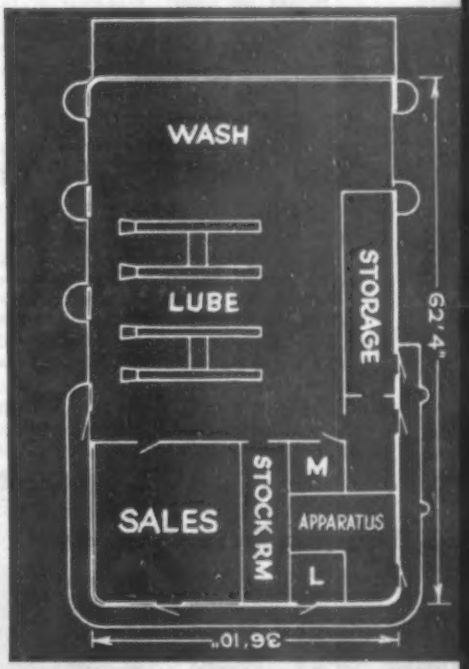
Standard Oil Co. (Ohio) considers the station illustrated to be an example of its finest construction.

Building is of steel frame construction, and both the interior and exterior—including all walls and ceilings—are completely covered with porcelain enamel. All the doors and trim are stainless steel.

Porcelain enamel on the exterior is white with the exception of a blue base around the building and a red stripe at the top. Interior is all white. Large plate glass on front and sides enables the attendants to see customers and the customers to see the inside.

Floor of the building is of Duracrete, a material similar to Terrazo, which company says is easy to keep clean and has good wearing qualities.

Signs—The only sign on the exterior of the building is lettering mounted on the light band which extends across the front of the building and spells out the company name. This light band illuminates the white porcelain above the windows, providing a light background for the let-



ters and making them visible day or night. A Sohio neon sign is located between the pump island and the street. There are no permanent signs inside the building, but the rear wall of the lubritorium is often used for temporary signs.

Shelving and display cases in the sales room are movable in order to fit any type of display. Lighting may be at the point of display or may be directed from other points onto the display.

Bright at Night—Lighting in interior is fluorescent—lubritorium and office have 60" fluorescent bare strips. Band for illuminating the company name also has 60" strips.

The yard is illuminated with 400-watt mercury floodlights. The island uses 60" fluorescent lamps in a canopy type fixture. Company believes ideally it would substitute 300 watt reflector floods in clusters for the mercury.

Sohio says with this type of layout it achieves low maintenance costs, greater operational efficiency, and an over-all appearance that helps to attract customers. Factors that help achieve these objectives, company says, are distinctive appearance, functional design, instant identification with Sohio, ease of cleaning, thorough insulation, safety from fire hazards.

Customer Entree First with Esso

Esso Standard Oil Co. has designed its typical service station for efficiency and for easy ingress and egress.

Materials used in construction are concrete blocks with porcelain enamel finish. This station has a large sales and storage room. Restrooms also are spacious. Total building area is 1,473 sq. ft.

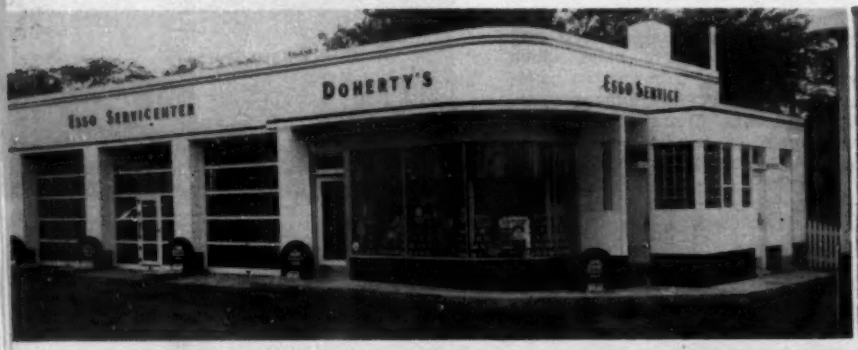
Color Design—The sales room is finished with a predominance of blue and white with a red floor. The women's restroom is a pastel bluish-green with wainscot up about half way. The men's restroom is a light tan. Lubritorium walls are blue up to the window sills and white above that point.

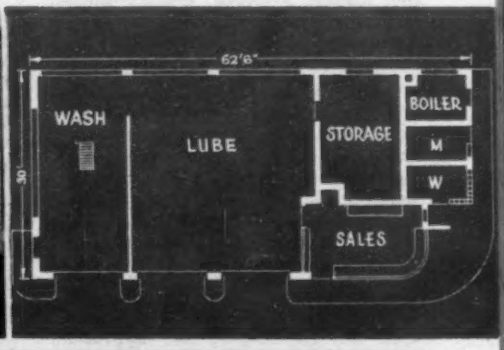
Exterior of building is predominantly white with a wide red band at the base, a thin red band above the windows and two thin horizontal lines at the top and extending around the front and side of the building.

Display shelves are placed at the rear of the sales room. Storage room also has shelving. Display cabinets are located in center of sales room. Lubritorium has cabinets at the rear and a tire storage rack suspended on rear wall.

Driveway of the station is asphalt with black top and island pads of concrete.

Interior of the station is lighted with fluorescent fixtures. Exterior lighting consists of spot floods, mushroom island fixtures with cluster spots on top.





Texaco Prefers Stucco Finish

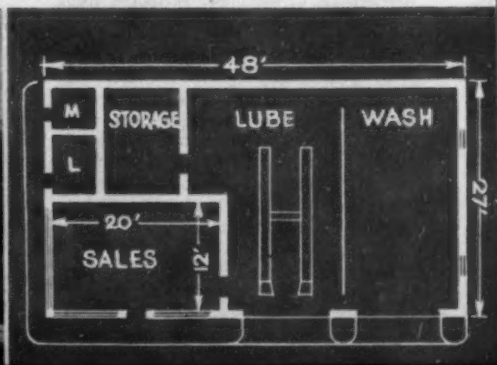
This typical station of The Texas Co. is made of concrete or cinder block with stucco finish. The station shown has one island but provision is made for the addition of another when needed. The building is 27' deep and 48' long.

Walls of salesroom and restrooms are plastered except for 3'8"high wainscots which are of glazed tile. Floor of salesroom is of asphalt tile while in the restrooms it is of unglazed tile.

Driveways are either concrete or black top. Sidewalks, island pads and approaches are concrete.

Sales room lighting is fluorescent. Exterior lighting is with floodlights and standard island lights with sealed beam spotlights on top.

The painting scheme calls for: outside of building unpainted and white stucco finish except for band around bottom of dark green; Interior, white and dark green.



Union Introduces Many 'Firsts'

Every detail of Union Oil Co.'s 1952 service station is planned to produce an efficient utilization of manpower and render quick service. The company makes extensive use of time-distance studies in working out its station layouts.

Union emphasizes its "Pump Island Procedure," which company believes is the answer to giving quick, complete, courteous and uniform attention. The island equipment is arranged to carry out this service pattern without lost motion.

Although the company has built a number of multi-pump stations, it believes they are most suited to industrial areas, and prefers for most locations a minimum number of islands, which can be reached quickly by attendants. Traffic studies have shown that customers invariably go to the islands nearest the building, Union says. Even in multi-pump layouts this is true, possibly prompted by the feeling that service can be more quickly obtained there.

Union believes the compact arrangement and attractive appearance of this type station makes it particularly acceptable in high value commercial and residential areas; local acceptance being important when a large portion of the business comes from owners of nearby businesses and homes.

Lube Bays—The company provides "drive through" lubritoriums, and a considerable area adjacent to the lube room doors is made available for maneuvering cars without any interference to pump island traffic.

Properly positioning the station building upon the property is accomplished by a precise geometric formula in which the relation of island to approaches and building to islands is determined and fixed for construction.

Union favors canopies though they are omitted on some buildings where economic circumstances outweigh their importance. The company keeps its family of stations easily recognized by its type of construction, colors and signs. Canopies, aside from their weather protection, afford a strong link in quick recognition, according to Union Oil.

The company is well pleased with the customer and community acceptance of this type of station and this, of course, is one objective in its planning. Secondly, construction cost, time required for construction, operational economics, appearance and adaptability to various properties, all considered, give this station top rating in Union's opinion.

Stations are designed by Union for speedy erection. The station illustrated was in operation 47 days after ground was broken, and within 35 actual working days.

Materials—The building is of all-steel construction with exterior walls painted white. Brick is used around the front and sides, in this instance, to enhance appearance and provide a tie-in to local surroundings. Other appropriate materials such as field stone, split brick are used as desired. Generally, however, this trim is omitted.

Floors in the building are natural color concrete with "hairbrush" finish.

Sales room walls and ceiling are painted cream color and built-in, stepped-up front window display shelves are metal with baked enamel finish matching the walls.

Merchandise display and storage cabinets, built to company's design, are arranged along the rear sales room wall. These are movable units 4' long, so constructed as to fit any of Union's sales rooms.

An all-metal, baked enamel stand-up desk contains drawers and shelves to fit the company's forms and is, in fact, the center of operations for the entire station. From the desk the attendant can see the islands, lube room interior and most of the yard.

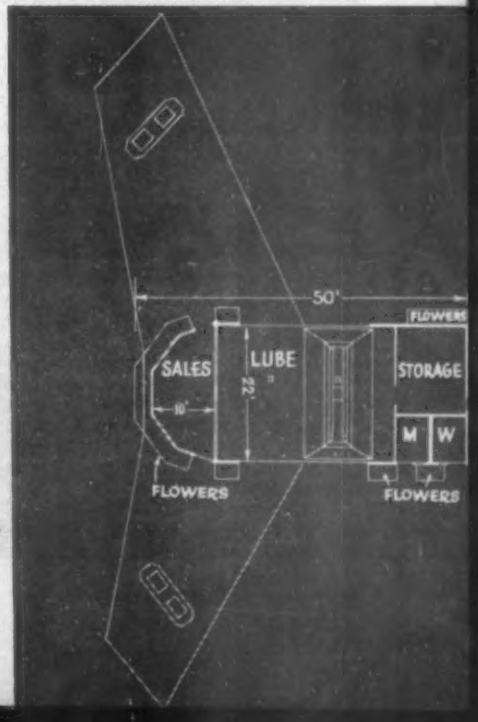
Lubritorium Equipment — Lube room is painted white with 38" blue dado. Equipment and fixtures are built-in or wall-mounted, when possible, to permit and encourage clean floors and orderly appearance. Battery display shelves are wall-mounted and include a trickle charger built exclusively for Union to keep new batteries in "ready" condition. A wall-hung work bench has nine metal, roller suspension tool drawers underneath and a stainless steel tool panel on the wall back of it. Tube test tank is wall mounted near the electric tube patcher. An air and water well on each side of the room permits the operator to completely service a car within the lube room.

Controls for the hoists are overhead, which company says is an exclusive design. In this station chassis lubricant and gear oils are in overhead reels, and lube oils are in lube tanks in sheet metal shrouds along one side of the room.

Ample and attractive tire displays are provided in overhead compartments along the sides of the lube room.

Union is using a unique lube room door. Openings are 20½' wide and 8½' high. Doors are full width, divided through the horizontal center, upper half with large glass area. They operate vertically like double hung, counter-balanced windows. The reaving of cables is arranged so both sections reach the full open or completely closed position simultaneously. This arrangement is said to have several desirable features: ceiling space is kept clear for light and overhead reels; operation is quick and easy; construction is simple.

The storage room is painted aluminum with adjustable shelving on



three walls. There is a wash basin for use by station personnel. The vertical compressor is in this room; also the electrical panel board for the entire station, built up in one housing.

Restrooms—Union Oil's late design restrooms are identical. Men's and women's rooms are planned with back-to-back plumbing manifolds which can be shop fabricated. Floors are two-tone azure blue, block random pattern tile made especially for the company. Floor drains are provided. The wainscot is cream color ceramic tile. Walls above wainscot, as well as stall partition and stall door are covered with a durable baked enamel wall board trimmed in bright metal. Flush valves are combination hand and "kick" pedal. Basins have an exclusive Union knee-operated water valve.

The entire restroom interior is designed for easy cleaning, attractive appearance and with durable abrasion resistant surfaces that do not require painting. All fixtures have concealed and tamper-proof fastenings. Urinals usually are provided in the men's rooms.

Pump drive slabs are concrete while the yard is 2" asphalt over compacted base material; approaches are concrete. An enclosed metal trash compartment is located in the rear corner of the yard. In this station each pump island has a cash box, windshield service towel cabinet and an air and water well at each end.

For Night Business—As for lighting, the building and canopy have fluorescent fixtures. The restrooms each have a 100-watt incandescent lamp in a flush ceiling fixture.

Yard lighting is accomplished with four 1,000-watt P.S. 52 incandescent lamps in open reflectors with lowering attachments.

All lights, signs and electric motors are controlled from breaker switches located in the panel board. Compressor and sales room night light switches are interlocked so when one is off the other is automatically on.

The "76" ball above the building is 6' in diameter and is made of porcelain enamel. It revolves at 6 r.p.m. driven by a 1/6 h.p. motor. The figures "76" are raised.

The sign band around the top of the building is made of porcelain enamel with the letters routed out to accept formed plastic letters inserted from the back which protrude one inch beyond the porcelain sign face. Back of these letters fluorescent lamps, 96" long, are mounted end to end. The company's trade-mark signs placed on the canopies are porcelain enamel, with the sign and figures "76" outlined in Zeon tubing. All other signs at the station are porcelain enamel.

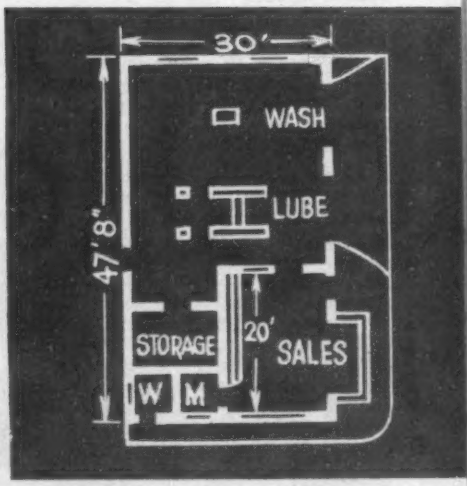
Pure Uses Stone Veneer Finish

Pure Oil Co. is using concrete block faced with stone veneer on the front and two side elevations. The roof over the sales room front is blue glazed tile.

Company says this layout and construction provides adequate, efficient and satisfactory sales, service and storage facilities. Exterior finish is attractive and permanent, requiring a minimum of maintenance painting, Pure adds.

The drive areas, service centers, and accessibility (in station shown) have proven to be efficient for consumer service, and the location has ample space for future service at the side street.

The lubritorium ceiling is plastered, while walls are concrete block. These surfaces are painted white above a gray wainscoting 5' high. Concrete floors are treated with a hardener.



Showroom—The sales room walls and ceiling are plastered. Floor is finished with grease resistant asphalt tile with marbleized grease resistant asphalt tile with black border. The ceiling and rear wall and display shelving on rear wall are painted yellow. The other three walls, doors and trim are warm gray in color.

The restrooms have floors of vitrified tile in shades of tan and brown. Walls are a very light tan, oatmeal, ceramic tile wainscoting. Ceiling and walls above wainscoting are plastered and wall is painted yellow, ceiling white.

Heat is provided with one gas unit heater for the lubritorium and one for the sales and restrooms.

Drives and ramps are concrete.

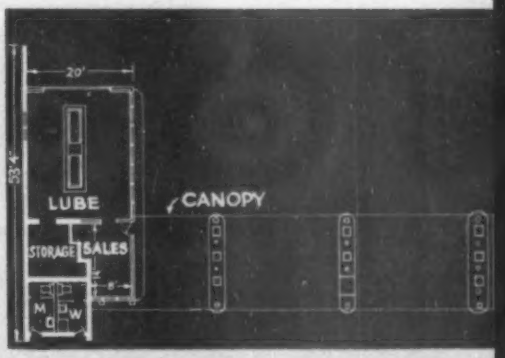
Lighting—Fluorescent strip lighting mounted at the ceiling is used in the lubritorium. Strip lighting with directional reflector is used in the sales room, being supplemented with directional spots in the bay window and concealed strip lighting for the display shelving.

Exterior flood lighting is accomplished with standard shovel type fixtures. Two fluorescent "T" lights on each island accentuate the island areas; sealed beam flood lamps mounted on top highlight the building.

Typical "Pure" seal is used for identification. Only other exterior sign is the company's name in porcelain enamel mounted above the lubritorium overhead doors.

In the salesroom, plastic signs are used to identify the TBA display. Sales room display facilities are built into the station.

Standard Stations' Layout Compact



Standard Oil Co. of California has no one type of station which it considers its "ideal service station." Company's subsidiary Standard Stations, Inc., contends station design should provide good manpower economy, compact layout, maximum identification and "stopping power."

Company believes that a canopy provides weather protection and adds integration to the unit.

The station shown in the accompanying photograph and diagram is constructed of frame and plywood although similar models are built with sheet steel. Floors are concrete slabs. Restrooms are tiled

The building has plaster curtain walls. Yard paving is asphaltic concrete. Approaches and driveways are concrete, as are the island mats.

Station Colors—Canopy is painted white with blue edge stripe. Pipe column canopy supports are red, as are gas pumps, cash boxes, air and water dispensers, oil bottle stands, and windshield service box.

Base of the building is red, and the wing wall with Atlas sign is blue. Office and lubritorium interiors are blue.

Restroom walls above the tile are pale green.

Interior and under-canopy lighting is provided by fluorescent tubes. The "Standard" sign is illuminated by spots and floods. The chevrons on the sign and pole are neon-lighted. The yard is lighted by spots on 28' poles.

The sales room is equipped with display shelving and window display shelving.

American Oil Provides Large Sales Room

This typical American Oil Co. station features a large office (415 sq. ft.), grease proof asphalt tile floor, walls and ceiling pastel green.

The building is constructed of 12" concrete block exterior wall and 8" interior walls. Roof is flat-type of frame construction with metal lath and plaster forming the ceilings of all areas except the office and restrooms which have a metal suspended ceiling. Building is finished either with stucco or porcelain enamel.

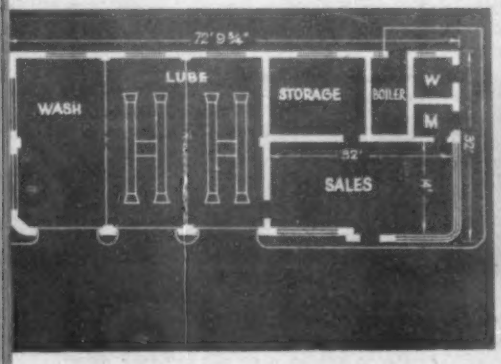
The restrooms are large (45 sq. ft.) with ceramic tile floors and wainscoting 5' high of light green.

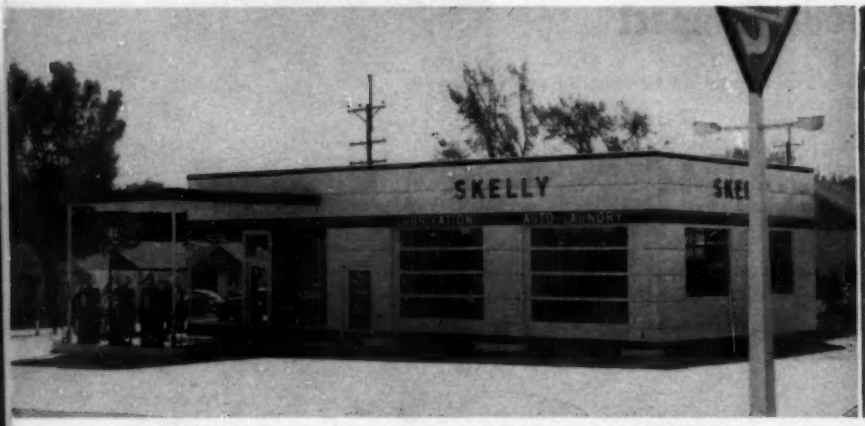
Depth of service bays is 28' and these are equipped with 10' x 10' overhead doors and ventilated with steel sash windows in rear and side walls.

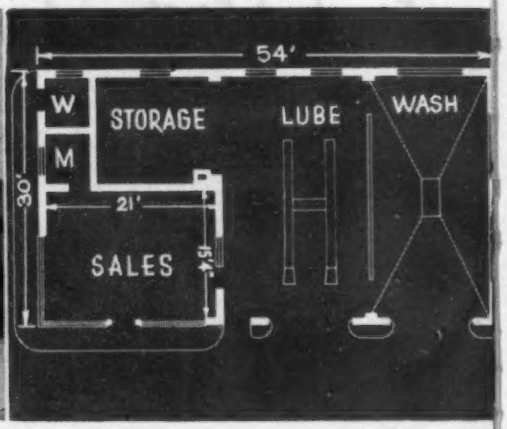
Building is designed so that if a boiler room is not mandatory the area so allotted can be added to the stock room, resulting in an exceptionally large storage area of 265 sq. ft. Company says the building can be efficiently heated with ceiling suspended type warm air furnace.

Exterior features of the building are the tower with four vertical rows of glass blocks illuminated with green fluorescent lighting separated with 6" green vertical stripes. A large display window (32 lineal ft.) aids in showing the public what company has for sale. Both the office corner and the bay section corner are rounded. Building is white, except for the horizontal green bands which run the length of the building.

The salesroom is lighted with fluorescent tubes, while the show windows have spot lights recessed into the ceiling. Islands and yard are illuminated with spots.







Skelly Pegs Design on Adaptability

Skelly Oil Co. believes its standard service station's dimensions and general arrangements make it suitable for the average operation and adaptable to most building locations. Although it prefers porcelain enamel, the company erects this same building with concrete blocks and brick where costs dictate.

The building pictured is an all-metal prefabricated structure with porcelain enameled panels inside and out on all walls, as well as canopy facia, canopy ceiling and interior ceilings. This eliminates almost all painting except on doors and sash, and ends any alibis for not keeping the walls and ceilings immaculate. With this type of construction, Skelly says, it is possible to obtain any fast colors desired, which, in turn, tends to distinctiveness that is not possible otherwise.

Service room walls are light grey with a white ceiling. All interior floors are red concrete with a very smooth finish for easy cleaning and waxing.

Driveways inside property lines are cement while asphalt drives were used at station shown from property lines to highway and street paving.

Lighting — Fluorescent strip lighting is used throughout the interior and installed directly to the ceiling so as to get full advantage of reflection from the white porcelain enameled ceilings. Fluorescent lighting, augmented with incandescent floods, is used for window displays and mounted at the ceiling just above the large plate glass windows.

Exterior lighting consists of cluster lights and island mushroom reflectors. Recessed lights are located in the ceiling of the canopy.

All signs for exterior and interior are porcelain enameled and colored to harmonize with the general color scheme.

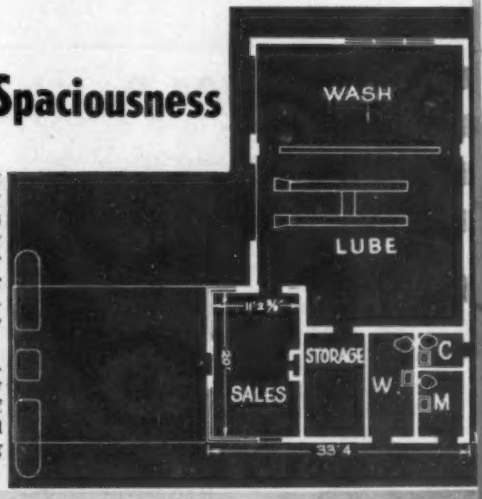
Salesroom interior has a wainscot of light gray with the balance a light blue. Ceiling is white.

Exterior color scheme is a white background with bright red trim.

Merchandise Display—Cabinets and shelves 14' long are built on the back wall of the salesroom and provide considerable space for displaying tires and many other automotive accessories. Two center room display tables are provided for the large sales room.

Combination display cabinets, shelves and overhead tire rack some 17' long are attached to the rear wall of the lubritorium, with the tire rack extending also the full length of the wash room.

Humble Plays Up Spaciousness



The typical Humble Oil & Refining Co. station has a canopy extending out to the pump island. The layout is designed to give motorists a feeling that this is an easy station to enter and leave, for the drive area under the canopy is 18½' wide and the approaches and balance of the driveway are spacious.

The building is constructed of No. 1 select hard burned common clay bricks. These are either painted buff color on the outside or buff colored stucco is applied. The canopy ceiling

is sheetrock painted white. Base of building has three rows of blue tile.

The metal window frames and wooden doors are painted red. Edges of concrete walk around building and islands are painted black.

The stations usually carry the word "Humble" on each side of the canopy. In addition a standard 4′ x 8′ ellipse sign is usually located on the intersection of the front property lines at the corner of the street intersection.

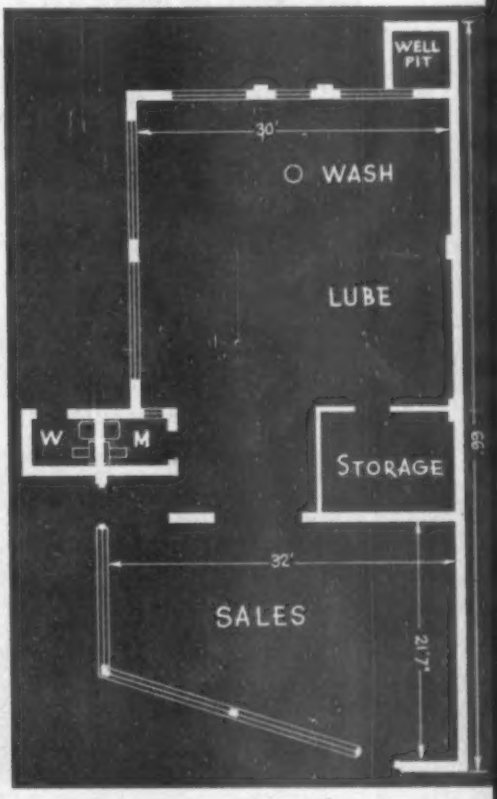
Humble is currently using about 50% concrete drives and 50% asphalt, the concrete being located in the service area such as underneath the canopy and around the service islands, the walks adjacent to the property line and the ramps between the gutter and the driveway proper, a small apron in front of the washing and lube bays and an area usually at the end of the station for servicing tires and other TBA.

The sales room has ivory painted masonry walls and the ceiling is sheetrock painted white. Around the base of the wall is a 3″ strip painted green. Wooden cabinets are painted gray, the doors and wood trim ivory, and the floor is green concrete.

Restrooms are finished as follows: men—walls above wainscot are plaster painted ivory, wainscot is ivory tile with a green cap and base, ceiling is painted white; women—walls above tile and ceiling are plaster painted white, wainscot is dark rose tile with a deep rose cap and base, doors are painted a light rose; colored—walls are plaster painted ivory and wainscot is green painted plaster 5′ high.

Bays have natural masonry walls but are coated with a waterproofing solution. Ceilings are painted buff and windows, floors, and trim are gray. Floor is natural concrete.

Lighting—salesroom is lighted with fluorescent, balance of interior is illuminated with incandescent fixtures. Fluorescent lighting also is used in the canopy ceiling. Driveway lighting is a combination of incandescent and mercury vapor mounted on floodlight standards at the corners of the property.



Smith Oil Provides Parking Area

Smith Oil & Refining Co.'s station is designed so the large windows in the salesroom show the merchandise readily and make it appear that the TBA is on the exterior of the building. The salesroom appears near and easily available to customers driving by or walking by.

Building is constructed of lightweight cement blocks with the exterior of the walls and the interior salesroom walls covered with cement plaster. The lube room walls are not plastered but are painted—the upper portion and the ceiling being painted a light cream and the lower portion of the room and the benches painted blue.

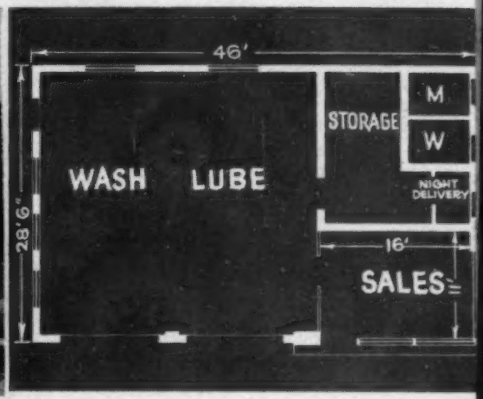
Interior of the salesroom is painted a light cream and the floor in the salesroom is cement tinted a reddish brown. Both restrooms are finished with ceramic tile to a height of 4½′; the tile being light cream color with a speckling of oatmeal color through it.

Driveway of the station is 5″ reinforced concrete and the islands also are concrete.

Island lighting consists of fluorescent fixtures of the post type. Spots on top of the posts highlight the building and service areas.

The special built sign "Gulf" and "Smith Oil Service" is porcelain enamel with neon lettering. Building signs are porcelain enamel letters.

Fluorescent lighting is used throughout the entire interior of the building. Smith Oil likes to have space around the building for parking area—at this station about eight cars—and room for exterior merchandise exhibits. In addition the company has given this station layout an appearance of openness.



Fast Service Aim of Sun Layout

Sun Oil Co. considers that it has two "ideal" service stations—a conventional layout and a multi-pump. This is to meet the demands of competition and location.

The conventional Sun station is discussed here and the multi-pump in NPN July 9, p. 33-34.

This conventional station is of masonry construction — the exterior walls on the front and restroom sides being covered with porcelain enamel and aluminum moldings for all joints and edges. Rear and wash bay exterior walls are concrete cinder block, painted. The building is 27' 8" deep and 44' 8" long.

All floors in the building are natural colored concrete, except the restrooms, which are tile red, concrete finished with a hard, smooth surface.

The restrooms have a 4' 6" high porcelain enamel wainscoting with the upper portion of the wall being painted cinder block.

Paving—Drive material is composed of 6½" crushed stone base with 2" bituminous Amisite applied for a wearing surface and compacted to a thickness of 1½". Concrete loading mats are provided at all pump islands, of which there are two—one 30' and two 24' long with four pumps on the long islands and two pumps on the others at this particular station.

Lighting of interior is with fluorescent fixtures. Outside lights consist of island mushroom lights, spots, and standard 1,000-watt floodlights. Two neon diamond signs are used at this station.

Drive Equipment—All islands are equipped with air and water and island lights, which are in one unit, with automatic rewinding device for air and water hoses. Provision is made on the island for connecting equipment—such as lighted display units and a vacuum cleaner pedestal which is 4' in height. The cleaners have not yet been installed. Special signs tell the motorist to pull ahead to last unoccupied pump.

The entire back wall of the office and of both bays is shelved to display stock attractively.

Exterior painting color scheme is white for all masonry not covered with porcelain (blue and white to match Sun's colors). Bottom panels of overhead doors are dark blue.

Inside the sales room are light yellow walls with a 6" band at bottom in dark blue. Restrooms have top painted section of walls in light blue. Lubritorium is dark blue up to window sill and light blue on the balance. All ceilings are white.

Appeal to Motorists — Company says this layout on a busy corner location gives a maximum number of available gasoline pumps in a logical and easy-to-reach arrangement. Large distances between building and island and between islands and spacious driveways, make this station more attractive to motorists who wish easy-to-reach and fast gasoline service. Without fanfare or advertising, company says this station sold 3,000 gals. on opening day.

Sun regards this as a top-notch station because, located in an industrial area, it must provide fast and efficient service to large numbers of customers during peak hours when motorists are passing to and from work. This island arrangement attractively and efficiently gives customers easy access to pumps and allows attendants to give a fast and complete service with a minimum of lost motion.

Ohio Oil Achieves Showcase Effect

An 85% glass front is featured at Ohio Oil Co. service stations. Design is such that station takes on a showcase appearance—giving customers unobstructed view of TBA displays and service areas.

Walls of the building are constructed of 8" thick concrete blocks, waterproofed and covered with porcelain enamel on three sides. The fourth side is painted.

Roof is asphalt and felt applied to a wood deck supported by wood rafters carried on steel beams.

Most of the ceiling area is plaster applied to steel lath. In those communities which permit it, the company has used hardboard sheets or plasterboard on the ceiling.

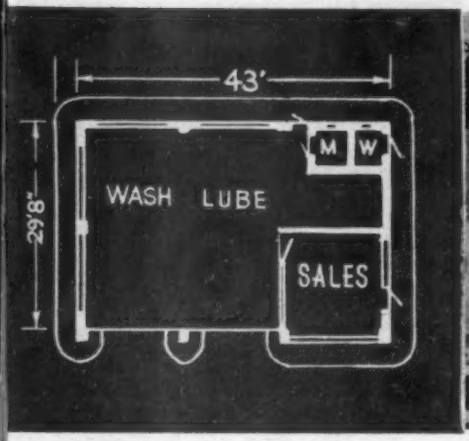
Glass Detail—Front of the building is glass, in three panels 13' square, framed in white vitreous enamel on masonry mullions 1' wide, with a white vitreous enamel lintel 1' wide. These white areas are trimmed on both edges with a 2" strip of red vitreous enamel.

The glass front of the sales bay is crystal plate laid into the 13' x 13' opening with one horizontal and two vertical muntins 1⅝" thick by from 4" to 6" deep.

Service bay openings are filled with overhead type doors, opening to a 13' wide jamb and 10' high lintel. The rest of the opening is glazed, the glass expanse being broken by two 1⅝" muntins. There is a 10" high by 13' long plastic sign across the face of each bay which is illuminated from the back with fluorescent tubes.

Brand Signs—Two large "Marathon" trade name signs are used on the building. One of these extends across the front of the station on the parapet line in 30" high channel vitreous enamel free standing letters. These letters have a white face with a red stripe along the edges and red returns. This sign is illuminated by small spots or floodlights mounted on the top of one fluorescent post light at the island.

The other sign appears on the sales bay end of the building where 22" red letters are baked into the



white porcelain enamel veneer. On this same end of the building, a 6' red and white porcelain enamel Marathon Runner trademark disc is bolted to the exterior wall.

The station is built in either a "right hand" or a "left hand" version, with the sales bay end and the identifying signs facing the cross street when the station is built on a corner. Both ends of the station are customarily covered with white vitreous enamel with some red trim, except where broken by a bay window for display purpoces on the sales room end and high windows on the service bay end.

Interior—The floor is of concrete, all on one level—about 6" above the driveway grade. A single drain is provided in the wash rack, and the floor in both service bays slopes to that drain. A tire rack made of either pipe or angle iron, 28' long, is hung along the rear of the building, and has a shelf to carry tubes. The only permanent partition in the building is that around the two restrooms.

Interior of the building is painted light green throughout. This green color ranges from very light on the ceiling down to a darker dado, and a very dark kick strip or mop line.

Inside lighting is all fluorescent except the restrooms. Exterior lighting consists of post type fluorescent lights on the islands and floodlighting with incandescent lamps on hinged floodlight poles.

Driveways are usually asphaltic concrete with approaches and sidewalks of cement concrete and a cement concrete pad at the islands and over the tanks, when in drive.

Gulf Advocates This Type Station

Gulf Oil Corp.'s standard service station is typical of what the company would like all its outlets to be throughout its various sales divisions.

The company lays out its stations for easier ingress, egress and accessibility to lube rooms, movability on the driveway, and an over-all good appearance.

Building is constructed of cinder block faced front and left side with porcelain enamel. The other two sides are painted white.

In the service area concrete floors are hardened with a special product and are uncolored. Ceiling and walls are plastered and painted. Salesroom display equipment for oil and TBA is installed.

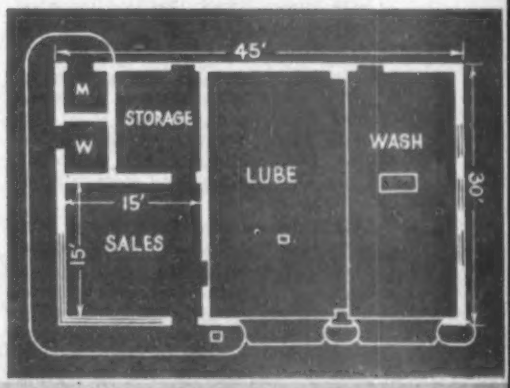
Restrooms have ceramic tile floors and walls up to 4' high. Other walls and ceilings are painted plaster.

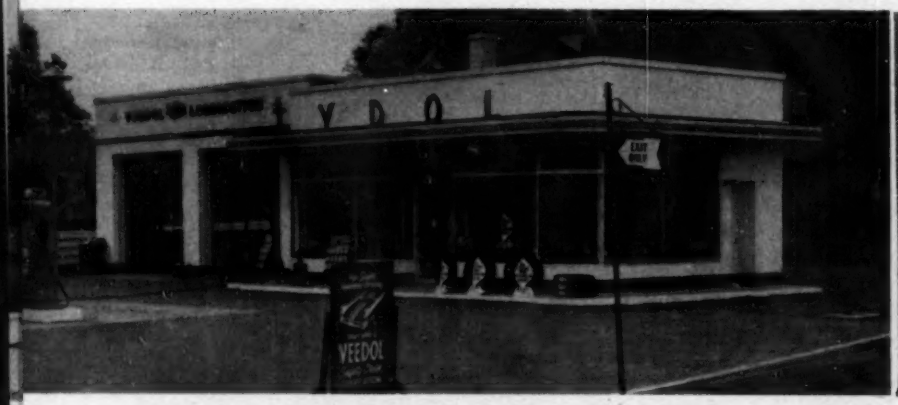
The heating plant is gas-fired suspended type 200,000 Btu. unit with ducts.

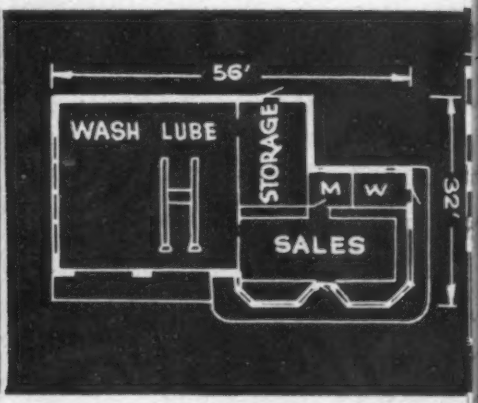
Lighting—Lighting in the lubritorium is fluorescent with chain suspension mounted fixtures. The washroom has vapor-proof fixtures on pipe stems. Salesroom lighting is fluorescent ceiling mounted fixtures and in addition has spot lights.

Exterior lighting has the mushroom fixtures on the island with spots mounted on top in clusters. Additional clusters are mounted on poles. A standard "Gulf" sign also is lighted.

For paving the company uses blacktop except for 6" thick concrete pads around the pump islands and over the underground tanks.







Tydol Expands TBA Display Area

Tide Water Associated Oil Co.'s Eastern Division's latest service station design features increased display area for TBA merchandise, as well as increased restroom and service facilities.

This is not yet the generally-followed design because of the construction cost, but company is building this type in various areas to experiment and find ways to bring the cost in line with its standard design.

Materials—The Tide Water station is constructed of poured concrete footings and concrete block walls with stucco finish. The roof has wood rafters and decking with built-up roofing.

Inside, station floors are concrete, office walls are plastered, restrooms tiled, lubritory and storage room concrete block, painted. Ceilings of office and restrooms are plastered, while the lubritory and storage room are sheetrock.

Bituminous asphalt paving is used with concrete mats at pump islands.

As to color scheme, the exterior walls are cream (integral colored pigment in final coat of stucco). Doors, windows and casings are cream; office door is red. Dado at base of building is red. A spring green band extends around building above doors and windows, with black, red and spring green letters, insignia, etc.

Inside, office walls and ceiling are white, floor gray (integral colored pigment in cement finish), and display and merchandising unit cream with black and red lettering across valance.

Lubritorium and storage room have white walls and ceiling with a gray wainscot. Floor is same color cement as in office. Display and merchandising shelving is cream with black and red lettering across valance.

Restrooms have cream colored walls and ceilings with green ceramic tile floors and wainscot. Plumbing fixtures are white.

Illumination—Office lighting consists of fluorescent fixtures at ceiling and above window bulkhead display areas. Cove reflector strip fixtures are located behind valance of display and merchandising unit. Lubritorium is lighted in same manner as office and sales room.

Incandescent fixtures are used in restrooms and storage room.

A suspended type warm air furnace furnishes the heat.

Signs consist of colored plastic letters and insignia on the building, plus illuminated plastic or porcelain enamel disc sign with brand name. Inside there is painted lettering on valances above display and merchandising shelving units. Built-in shelving display and merchandising units are located along rear walls of office and lubritory. Window bulkhead display areas are in the sales room.

Objectives of this station design are to achieve efficient and prompt service, display of merchandise, easy ingress and egress to pump islands and also to provide service facilities within the building, Tide Water says.

Sales Visibility Stressed by Lion

Classifying the station illustrated as one of its better type stations, Lion Oil Co. believes that this layout is such that a customer at the island may have a full view of the merchandise displayed on shelving in the sales room. In addition to providing commodious driveways, this layout enables the operator to have a full view of complete operations at all times.

Glass is provided between the sales room and bays so that the operator may observe the work being done in the bays. The company also believes the layout provides a good working arrangement since the main island is visible from the bays. Should congestion arise in peak hours at the island, personnel working in the bays can spot the conditions and render island assistance when needed.

Reinforced concrete is used for driveways, approaches and islands. Reinforced concrete footings and floor slabs are used. Salesroom floor slab is made of red colored concrete.

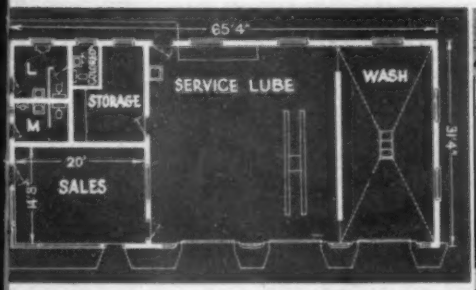
Exterior walls and interior partitions are built of No. 1 common brick. The front and two ends are covered with white architectural porcelain enamel having red-orange stripes at top, base and center of feature band extending around canopy and above the overhead doors. Rear masonry wall is painted white.

Entire roof and canopy area is of wood framing, wood sheathing and has a 20-year bonded built-up roof.

Windows, doors and frames (except wood glazed entrance doors) are metal. Metal sash are placed atop the 4' 8" splash wall between bays. Plate glass show window is installed with aluminum glass setting.

Tile Restrooms—Both restrooms have unglazed ceramic mosaic floor tile of shaded spiral oblong whites and ¾" diagonal black and gray centers. They have a standard glazed tile wainscot 4' 8" high, of bright white and gloss black cap and cove base, and a feature strip of black and white pattern. Above the wainscot the walls and ceilings are smooth finish plaster with white enamel finish. Colored persons' restroom ceiling and walls are smooth finish plaster with white enamel finish and concrete base with black enamel finish.

Sales room ceiling and walls are



smooth finish plaster with metal show window stool and metal base. A wainscot is painted on walls to height of show window stool. The ceiling is finished in white; above the medium green wainscot in light green.

Ceilings in the three bays consist of metal ceiling applied to furring strips and finished in white. The brick walls in the bays have a painted wainscot to window stool height. Above the pearl gray wainscot is painted white.

Lights—Pump island lights are post or pylon type 8-tubes each with a cluster of 3—150 watt spot lights. The Lion Oil sign has one spot light on each sign disc and two floodlights over the disc.

Interior lighting is all fluorescent, except for the three restrooms, storage room and sales room spot lights.

All signs on the exterior and interior are porcelain enamel. Prefabricated display units are made of ¾" plywood on metal supports.

painted a French gray dado, and pearl gray above this point. All window sash, etc., is painted French gray.

Identification — An Atlantic sign standard is provided on the near approach of the station. Lube and tire displays and a Coca-Cola dispenser form the sales displays outside. A clock and dealer name sign are located at the transom over the door. A TBA advertising decal strip is used across the top of each window. A town identification sign is located on the top of the building. On the outside between the service bays, at a height of about 5', is mounted a dial face thermometer of same diameter as the clock (not shown in photo).

Lighting inside is accomplished by fluorescent fixtures.

Outside lighting consists of a flood light, mushroom lights on the island with spots on top. The sign is lighted with spots.

Company believes its standardization of design allows shorter construction period, provides better control of cost and adherence to uniform appearance.

Atlantic Strives for Uniform Appearance

The typical 1952 station of Atlantic Refining Co. is built of concrete blocks, with the front of the building and the office section of the side covered with porcelain enamel. This is mounted on creosoted stripping attached to the concrete block. The porcelain joints are caulked with an aluminum colored caulking compound.

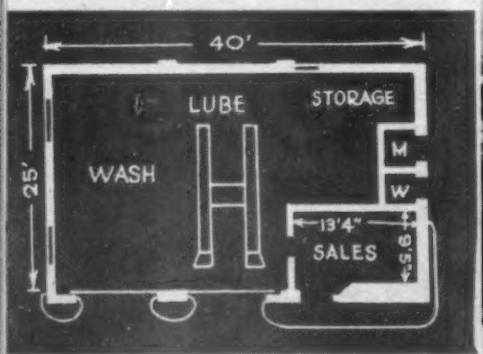
All windows are of the steel sash type and the roof is a built up asphalt bonded material.

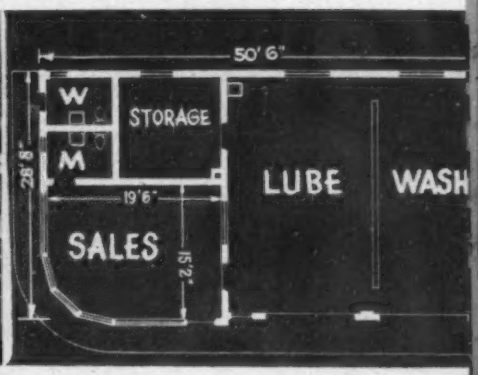
Building floors and exterior walkways are concrete. All interior floor surfaces are treated with a liquid floor hardener.

Heating is accomplished with suspended type hot air furnaces. Lube and wash bays are provided with a gutter type drain running along the front, with a sump at one end. The gutter is covered with a steel grid.

Exterior—The station is painted white on the exterior walls wherever there is no porcelain enamel. The porcelain is white with two red and blue strips running around the building. A wide blue strip is at the bottom, topped with a narrow red one. Company name and "washing" and "lubrication" lettering are in bright red. Top of walkway around building and top of island are painted red.

Interior of station in general is





Display Visibility Gets Sinclair Nod

Sinclair Refining Co.'s stations are designed to achieve good visibility from the standpoint of both sales displays and supervision of operations by the dealer. The company believes that quality materials and equipment should be used in the building construction and that extra space should be allotted for all the services which are to be rendered.

The typical construction is masonry with white stucco or porcelain enamel on the exterior. The salesroom corner of the building has glass walls and a curved corner for display.

At the base of the station building is an 8" green feature strip and there are two narrow green feature strips, one above the doors and one near the top of the structure.

The roof consists of one layer of sheathing paper, four plies of 15-lb. felt, hot pitch and slag.

Concrete is used for the entire drives of some stations, in other cases drives are bituminous with concrete pads for the pump island areas.

Inside the station, all ceilings are plastered except those of the lube and storage rooms in outlets south of the Mason-Dixon line (unless otherwise specified). Walls of the sales room, and restrooms above the wainscoting are plastered. The plaster surfaces are all painted with a light green enamel except in the storage room which is not painted.

Floors of the restrooms are nonglazed green ceramic tile. Wainscoting is glazed green tile complete with cap and covered base.

The lubritorium is provided with a 6'4" high concrete block splash wall between the lube and the wash areas.

Interior lighting is fluorescent throughout.

Island lighting consists of mushroom fixtures with cluster of three spots on top to light the building.

Yard area is lighted with clusters of three or four flood lights on poles.

Kentucky Favors Cement Plaster Finish

Typical type of service station design by Standard Oil Co. (Kentucky), is shown in the accompanying photograph.

The building is made of 8" and 4" concrete block finished with a waterproof cement plaster which was troweled to the block and then smoothed. This plaster was used both inside and out. The ceiling panel is 16 x 32 V-joint ivory board unpainted.

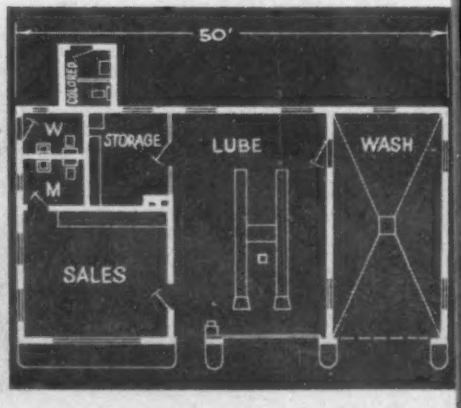
Paving—Floors and driveway are constructed of concrete. A special parking area is provided at the station illustrated and this area is covered with crushed stone.

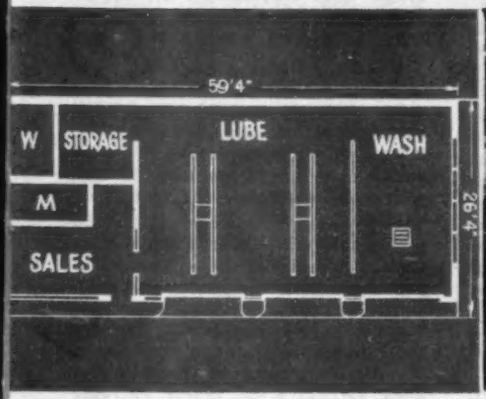
Salesroom and lubritorium have shelving at the rear and a display table is placed at the front window of the former.

A wall separates the washing area from the lubritorium.

Fluorescent lights illuminate the interior of the station while exterior lighting consists of floodlights as well as mushroom standards with spots on the island.

Company uses its regular neon company identification sign and also mounts its name on the building.





Flexibility Keynote at G-P

This station is an example of the "open-form" type layouts which General Petroleum Corp., Los Angeles, believes the public desires. The company cites several advantages all of which make for flexibility:

1. Yard is open to permit freedom of maneuverability.

2. Six convenient fueling points for customers from either street. Note the islands are staggered.

3. Building, with three ample service bays, inviting office and ultra-modern restrooms, is sufficiently close to the islands to insure fast service, and yet it is set back far enough to permit room for cars waiting for lubrication and washing.

Construction—Building is made of prefabricated steel frame and sheet metal, except for rear walls which are of concrete block to meet local code requirements for walls within 10' of an inside property line.

Over-all size of building is 26' x 59'. Exterior is white with red trim. Interior of office and service bays is sage green and sun yellow. Restrooms have tiled floors and wainscots. Walls above are painted with Zolatone, which company says has a hard, washable finish and is alleged to repel dust.

Office area is almost entirely faced with glass on the exterior sides. An alcove is furnished for the dealer's use in doing his book work. This particular dealer also has his coffee-making material in this alcove.

Approaches and sidewalk are concrete. Yard area is paved with asphaltic concrete.

Illumination—Lighting is by means of 8' slimline fixtures in the building. Island lights are also slimline tubes set in special canopy fixtures built for the job. Yard lighting is by means of reflectors and Par 38 spot and floodlights.

A spectacular neon sign at the corner of this station location emphasizes the type of service rendered—Quick Serve. It is highly legible in daytime and an eye-stopper at night.

Equipment at the station includes eight computing meter pumps, a 3 h.p. air compressor, two single-pole, free-wheeling hoists, overhead lubrication equipment, six air and water wells, and a ceiling-mounted electric heater.

Sign work on the building utilizes porcelain enamel letters and 6' porcelain Pegasus over office entrance.

Richfield Has 'Eye-Stopper' Appeal

Richfield Oil in Los Angeles believes station design and construction should achieve complete freedom of entry and exit, roominess surrounding islands, a strong invitation for entry, plus visibility of the signs on the canopies for more than normal distances, a color scheme which is harmonious and more charming than sensational.

All of the company's stations are equipped with TBA, washing and lubrication facilities, and all other items attendant to complete car care and one-stop service.

Richfield considers the illustrated station to be top-notch design because of public acceptance, favorable comment, strong invitation for entry, and the increased gallonage such units have produced since instituted.

Station building is constructed entirely of steel, in company's standard colors; has cement floors throughout, and concrete approaches and island slabs. Blacktop is used on drive.

Interior lighting of the station is fluorescent; exterior is fluorescent under canopy and incandescent on electrolier. Floodlights illuminate the drive and yard.

Neon signs are used on top of the canopies.

This station has the canopy design which has been popular on the West Coast for a long time.

The angular design of the sales-room permits a high degree of visibility from every position on the islands and from the street.

Station Price Tags

What Today's Stations Cost

Today's "typical" two-bay service station usually designed for neighborhood trade, costs an average of $18,000 to build (excluding real estate), and about 41% of the outlets being constructed in this price bracket are financed by loans from the supplier—that is, the major or Independent marketer.

A survey by NPN shows costs for the neighborhood-type stations range from an average low of about $13,000 to an average high of $22,000.

Station construction costs vary by geographical location and the general type of outlets preferred by various marketers. Presented herewith is a summary of some marketer viewpoints regarding station building costs. The designations, "national, West Coast, Midwest and eastern", are used to indicate the marketing region for which the station costs have been computed. However, use of the designations "West Coast, Midwest or eastern" does not necessarily mean the company's marketing is limited to only that area. The exception would be the Independent marketer whose operations would be confined to one specific area.

Major Marketer (National) — Average cost for two-bay outlet with heating facilities but without porcelain finish is estimated at about $15,000. Porcelain finish would add about $2,800 to the total cost.

Independent (Midwest) — Lowest station cost set by this marketer is $6,500 but outlet would have no lube bays. Estimate for two-bay station is an average of about $15,000 and for a three-bay unit about $25,000. Company prefers buildings of concrete block with stucco trim.

Major Company (West Coast) — Single canopy units are most common and average cost per outlet is estimated at $18,000, including pumps, tanks and hoist, but exclusive of real estate. Company reports its double-canopy type outlet is 40% more costly and would run about $25-26,000. Marketer's estimates on cost of multi-pump layouts range from $26,000 to $100,000 per outlet.

Major Marketer (Midwest)—Company's station construction cost estimates range from low of $11,700 to high of $20,000 per outlet, with average cost set at about $13,000. Company has paid $25-$30,000 for several stations in past few years but explains that added costs were incurred by deluxe features or more than standard number of bays, which is two. Cost estimates in this case cover building only and do not include equipment or cost of improving station site—such as grading, removal of trees, paving, etc.

Major Marketer (Eastern) — Estimated cost for erecting station building only—no driveways, etc.—ranges from low of $14,000 per outlet to high of $22,000, with average about $19,500.

Independent (Midwest) — Average cost per station estimated at $9,000, plus $4,000 for each additional bay. Marketer prefers block construction with painted surface.

Major (Eastern)—Costs range from $11,000 to $17,500, with average at about $14,500.

Major (West Coast) — Estimates station construction cost at from $8,500 to $9,500 per outlet, depending upon variable construction conditions and requirements.

Major (Eastern)—Average masonry building, with one lube bay and wash bay and porcelain enamel front and one side ranges from $17,000 to $18,180. Average for six stations recently built by this marketer in one eastern section was set at $17,470. Costs include foundation, building above grade, plumbing, heating, electrical, porcelain enamel, building signs and letters, toilet accessories, lamps, tire rack, storage room shelving, plastering, interior and exterior painting, etc.

Major (Midwest and Eastern) — Station construction costs range from $16,000 to $20,000 for two-bay outlet, depending on types of construction and building finish as well as variations in labor and material costs by area. Average per station is estimated at about $18,000.

Major (Eastern)—Wide cost range was given by this marketer—going from a low of $15,000 to a high of $35,000 per outlet. Average cost for typical station was set at about $26,000.

Major (Southwest) — Station cost, exclusive of equipment but inclusive of all other features such as driveways, etc., ranges from $17,500 for a prefabricated metal two-bay outlet on a 100-ft. front site to about $39,000 for a three-bay deluxe type of finished brick station with one side finished in porcelain enamel. Average station cost, representing the type of outlet most frequently built by the company, is about $26,500 for a rectangular brick structure with canopy.

Weighing Building Cost—The cost of building a station should be carefully weighed against predicted income. The key question is whether income in direct operation, or dealer rental in a leased operation, is high enough to offset carrying costs.

Addressing Tennessee jobbers earlier this year, G. L. Switzer, manager of Shell Oil Co.'s Retail Department, gave carrying cost breakdowns for two typical stations—(1) in an average-sized city, (2) in a less populated area.

1. Mr. Switzer gave the following Shell estimates of yearly carrying costs for a new conventional, two-bay, "city" station:

Land—3½% interest on $20,000 cost	$700
Depreciation—8% (12½ years) on $30,000 cost	$2,400
Taxes—Average estimate of $50 per month	$600
Annual carrying costs	$3,700

Since this comes to $308 per month, Mr. Switzer pointed out that "an oil company building this station would have to secure approximately $300 per month rent from a dealer in order to realize carrying costs."

2. His yearly figures for a station in areas of smaller population, "especially in the outlying territory," were:

Land—3½% interest on $5,000 cost	$175
Depreciation—8% (12½ years) on $18,000 cost	$1,440
Taxes—Average of $25 per month	$300
Annual carrying costs	$1,915

Mr. Switzer concludes: "This would indicate that the builder of a new service station . . . would have to realize, at a minimum, carrying costs of approximately $160 each month, without taking into consideration any profit on the investment. . . . Thus, modern two-bay stations averaging about 10,000 gals. of gasoline per month, at a rental of $160. . . . would have to pay about $1.6c per gal. of gasoline."

Financing

Based on data furnished to NPN, and presumably indicative of the over-all situation, about 41% of all service stations constructed now or in the last few years are financed by loans from the supplying marketer, be he major or Independent.

About 18% of the stations built are classified as company-owned though they need not necessarily be company-operated.

About 9% of the station construc-

tion is financed jointly by the supplier and the local bank.

Indicative of the fact that there still remains a desire for the individual to risk his own capital in service stations are the replies which tend to show that about 23% of the stations currently or in the recent past have been financed by individuals able to put down cash on the line or a major portion of it.

Another 9% of the outlets are financed individually by bank loans, with the supplier putting up no cash at all.

For a summary of various company viewpoints on financing of service station construction, NPN quotes herewith from statements made by some company spokesmen:

Major (Midwest)—Company seems to cover entire range of financing avenues. Company owns some stations; others are financed by company loans to the operator; in other instances station was built by capital loaned partly from supplier and partly from a bank; still other outlets were built with funds obtained by the operator from a local bank; and there are some investments by individuals who enter into a 10-year lease with the supplier. In the latter case the operator may buy the station equipment or the supplier may buy the equipment and loan it to the operator, or assume the financing of it. The last method, this spokesman said, has become more common in the past few years.

Independent (Midwest)—This marketer has company-owned stations and charge is made on a gallonage basis, with a minimum scale. Company does have outlets where it made loans to the operator to supplement bank loans. In conditions where no other source of financing is available, supplier has assumed entire loan.

Major (Eastern)—Development of service stations is carried on through individual investors, either through a present landowner or an interested party who would purchase the property and construct improvements under a mutually satisfactory rental return. It has been found that rental costs are gradually increasing due to higher material and construction costs.

Major (West Coast)—Most stations financed by company and leased out. Company has no fixed plan for financing or helping to finance independent dealers. However, if operator has some money, company will assist, with funds properly secured, in building station. Marketer also will assist in expansion and improvements (new pumps, driveways, building, etc.) if the dealer has an investment. Also used is a conditional sales contract for aquisition of new equipment.

Major (Midwest) — Stations are company built and paid from corporate funds.

Major (West Coast) — Some stations built with company funds, others are built by owners of sites and leased by company over a period at a rental sufficient to amortize owner's investment in facilities and pay him a reasonable return on his investment.

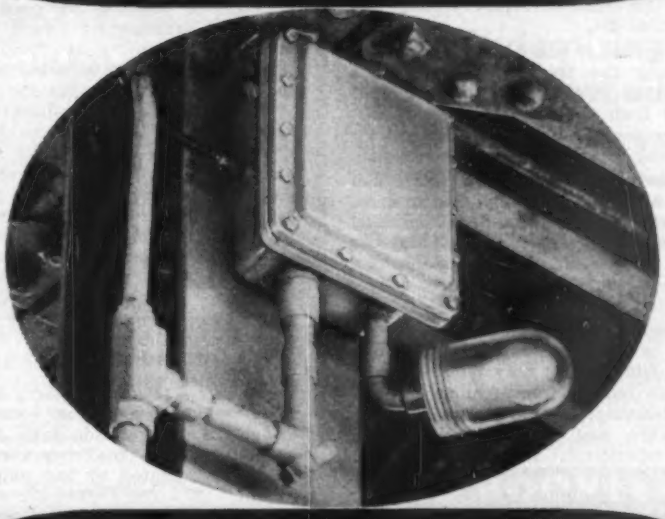
Independent (Midwest) — Stations are company-owned. Marketer carries no company loans for operators. Loans by operators are all beween operator and bank or some other lending agents.

Major (Eastern) — Two programs of dealer assistance provided: (1) plan for assisting operator in financing of merchandise inventory, and (2) plan to help in financing equipment. Both programs provide for liquidation over a reasonable period not to exceed 18 months with a nominal interest charge.

Major (Eastern)—Service station financing includes development by oil company using its own funds; development by land owner using funds obtained from commercial financial institutions, such as banks, insurance companies, etc., and using a firm two or three-party lease as collateral.

Major (Southwest) — Majority of stations are lessor built and most of these are financed through a bank plan, for which the monthly rental consideration designated in the lease contract provides the necessary collateral for the lessor to obtain the loan.

ELECTRONIC GROUND INDICATORS



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Cure For Sick Stations

What do you do with a station that's going into the red? Close It?

Well sometimes. But according to oil marketers asked this question by NPN, you can do a lot for a dealer and his station before letting the business die.

The first step is to find out what's causing the trouble. Usually, this is either that (1) the station itself is at fault (obsolete building, layout and equipment, or poor location) or (2) the dealer is a poor businessman.

Face Lifting—Stations often can win back lost customers with a remodeling job—including modernized building, redesigned island layout, new equipment, relocated signs, etc. Outlets can even be moved to a new location.

Working with Dealer—As for the man on the drive, instruction on what he's doing wrong may put him back on his feet. Oil companies can offer training aids, help find new attendants, and even provide loans—for equipment, modernization and merchandise—if the dealer has a chance of pulling through.

Oil marketers have found a thorough study of a slipping station is the best starting point for a cure. Here is what some companies do for their outlets:

Station Analysis—A district representative of one major says his office bases its help to sick stations on a careful study and cost analysis. He states:

"Many companies have outlets 20 years old and older. The appearance is not inviting.

"Each year, we make a study of older outlets with the salesmen, to decide which ones need to be modernized or rehabilitated. We survey visibility and the need for (1) a face lifting—a new modern front, and (2) additional facilities, such as another bay, more storage (utility room), yard lighting, pumps, approaches, signs, etc.

"From this we develop a plan, and estimate the cost.

"Then we estimate the possible increase in sales volume that should result from such improvements—in other words, how we will come out after investing new capital.

"If we do not own the location, but only the building, we go to the owner and arrange for longer lease terms at a figure we can live with.

"We then talk over with our dealer what he can afford to pay for rent.

"We also prepare an estimate for the home office, and recommend the expenditure needed. We have a detailed plan on this, listing outlets by preference, prepared several years at least in advance. In this way, the home office has an idea of how much each district needs when it compiles budgets.

Losers from the Start

"Every station must carry its own weight from a real estate angle. A sick station may be one that from the very start has been created by bad judgment."

This is the opinion of a major's representative in a large city, who believes oil companies often spend too much money for locations. He points to one company that has several "nice-looking new modern outlets—empty."

His comment: "We gave consideration to each location. We could not forecast a possible potential which would warrant the investment."

He adds: "We are doing business with investors' dollars, and they expect dividends. I do not like the trend of competition in which thousands of dollars are spent on locations which good judgment dictates are poor locations. Prior to the last depression there was a round of this kind of spending—paying high rentals, and making long commitments under lease, etc."

"We have many stations at which we lease both land and building. In these cases we follow the same planning program. We go to the owner and get him to make the improvements. In addition, we arrange our rental under the owner's lease so it is commensurate with the investment, the predicted volume of business and the rent receivable we can get from the dealer.

"Careful checks are made on every outlet we have improved—and results are measured against our estimates. If they don't come out right, we take a careful look at the man on the job.

"The results of this system have been gratifying. It is not uncommon for a modernized station to show an increase in gasoline and related sales of 35% to 40%. One location went from 180,000 gals. a year to 254,000. Another went from 80,000 to 135,000."

Poor Location—The major's official maintains that careful surveying of potential station sites can eliminate building of "uneconomic" outlets. But he points out many locations can *become* sick because:

—New highways have diverted traffic.

—Neighborhood character has changed.

—New buildings nearby have reduced visibility.

—The city or state has changed the direction of traffic—to one-way for example.

—New stop lights have been installed, making station access and exit difficult.

—Traffic volume has increased too much, making it hard to enter the station—and harder to get out.

—Parking restrictions (including meters) have hindered station accessibility, especially when cars are allowed to park at the curb close to the station drive.

—Streets have been widened, or corners cut back, reducing driveway area.

Faced with such problems, the of-

ficial says his office sometimes protests to city and state representatives, pointing out the harm being done stations by restrictions and traffic changes. It also does its best to counteract the damage by making studies and experiments (example: relocating pump islands and signs).

"When after trying all measures to revive the outlet," he states, "and they have failed—we abandon the location."

Dealer at Fault—What can be done when a station is in the red because of the dealer himself—because he is a poor businessman?

The district representative explains:

"We go into his station and make a complete analysis of his business (with a special form). We analyze his sales, his products and services, his costs for labor and utilities, the credit he has extended, etc.

"We come up with an answer. Usually it is that he should have had a profit—but he says he has none.

"The explanation: In many cases he has simply been taking cash out of the station beyond its earning power and extending unwarranted credit. Usually, the dealer has had trouble at home—sickness or an accident with his car. Or he built a new house, and it cost him a lot more than he figured. Often we find he has given money to his wife, or she comes in and asks for $20, gets it, and that's that. The business does not pay, he says.

"Sometimes dealers buy a stock of merchandise, perhaps to a total of $1,200 in a short period. This is merchandise some smart salesman told him was a good buy, with big profits. Some dealers have 10 brands of car polish, eight brands of crankcase additives and top cylinder oils, etc.—money tied up which will not turn over.

"To help such a dealer, we try to get him to:

"1. Keep a record of his business, so he knows where he stands and can budget for home needs.

"2. Add or reduce his labor, as needed.

"3. Lengthen or reduce his operating hours.

"4. Meet local posted prices of competition. (Sometimes, a dealer will wither on the vine by letting a competitor cut under his price when he is in an equally good position to meet a situation.)

"5. Improve his services. (We provide training aid.)

"6. Have necessary tools on hand. (We may find he lacks the proper equipment. If so, we will extend an equipment loan payable in monthly installments. This might be for a battery charger and tester, lube equipment, automatic transmission service tools, etc. The loan may be for 12 to 18 months, and in some cases it can go to 24 months. We now get 5% on such loans.)"

Merchandise Supply—"Then there is the stocks question. A dealer may not have enough capital to put into merchandise. So we have a merchandise loan arrangement. This is on motor oils, tires and tubes, batteries, accessories and specialty items.

"A dealer might need $1,200 worth. On a loan, he can pay a flat sum per month. Or sometimes we work out an arrangement letting him apply 0.5c per gal. on gasoline purchases toward paying the loan. But in this case there is a minimum monthly payment."

What Others Say—Following is a review of what some other large oil marketers do with slipping outlets:

Station Survey — One major provides its station salesmen with two forms for helping a dealer work his

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Jackson "JIFFY" Shelves Sold on $10 Installments

KANSAS CITY, August 1—For as little as $10 per month the average service station owner or operator now can remodel his interior with Jackson "JIFFY" Shelving, according to an announcement made yesterday by F. G. Jackson, President of the Jackson Manufacturing Company.

Jackson's amazing new Easy-Pay Plan means that hundreds of service stations will be "dressing up" to go after the plush TBA market—which experts now say accounts for over one-third of the nation's net service station profits.

Now Jackson's no-down-payment, pay-as-you-earn plan puts the small and medium-size station operator right in the competition for TBA sales.

FREE BOOKLET FOR YOU . . . MAIL COUPON NOW!

Jackson Manufacturing Company
622 East 3rd Street
Kansas City 6, Mo.

Mail me FREE the new booklet, "How to Start Making More TBA Profits at My Service Station in the Next 30 Days."

Firm Name.....
Atten. of Mr.....
Address.....
City.....State.....
Brand Gas Sold.....

JACKSON MANUFACTURING COMPANY
622 EAST 3RD STREET KANSAS CITY 6, MISSOURI

way out of trouble. One of these is used by the salesman to check the appearance and efficiency of a station. The other is to record the station's sales. When sales show any "undesirable trend," the salesman can turn to the "efficiency" sheet to pinpoint the trouble. In this way, he can help the dealer correct his faults.

The efficiency sheet lists eight main headings to check: Appearance and orderliness, displays, signs, station illumination, station management, uniforms, services offered, and condition of station equipment.

Each of these is broken down into specific points.

For example, under signs, the salesman can check the condition and use of the following: station identification sign, sanitary restroom sign, credit cards sign, driveway posters, seasonal merchandising material, unnecessary signs, TBA window decals, dealer's name sign, restroom signs (door and directional), and station hours sign.

In all, there are 73 different checkpoints, with space left on the sheet for additional items. The salesman can mark each one "satisfactory" or "unsatisfactory" or "not applicable this station."

To handle station deficiencies in the listed items, the company offers merchandising, training and maintenance programs. Salesmen are held responsible for merchandising aid, but in some larger areas, special merchandising representatives are available to assist dealers.

Foresight Needed—A large marketer comments:

"Sick stations are generally the result of a change in traffic—or station management may develop internal troubles, such as sickness or financial difficulty.

"Usually, permanent changes in traffic can be anticipated sufficiently to avoid loss of business. Our buildings are constructed for complete salvability. So when this happens, a new and more appropriate site is secured, and the building is moved intact to it. Business can usually be resumed in a month or less at the new site.

"We have not found it necessary to close stations and allow them to remain unoccupied. It is our policy to do a certain amount of modernization annually.

The more productive of the older stations are equipped with modern restrooms, new luberoom equipment and salesroom fixtures. For a nominal expenditure, old stations are thus made as attractive as the newer models."

Worth Saving? — Another major company says its "treatment of a sick station would depend entirely upon the class and character of the outlet involved. If the outlet were satisfactorily located to attract a potential volume which would make a profitable endeavor for the dealer, we then would take whatever steps would appear appropriate. This might involve various stages of rehabilitation, careful selection of a new dealer, training of a new dealer, and a re-opening of the station.

Such a program might involve a "grand opening" with a limited amount of newspaper and direct mail advertising, most of which would be at the expense of the dealer."

Double View—Another major looks at faltering stations from these two angles:

1. If a station is sick because of poor personnel, corrective action is taken by training existing personnel, or by getting new men. Training is a continuing program, with most emphasis given where it is needed most—at the poorer outlets.

2. If a station is sick because of obsolete facilities, it is razed and replaced. The company says labor troubles during the war years made it obvious which outlets were marginal or beyond recovery. The program of closing the latter was completed during the war.

SAVES VALUABLE FLOOR SPACE! CUTS CONSTRUCTION COSTS! PROVIDES EFFICIENT, LOW-COST, ZONE-CONTROLLED HEATING!

Take a good look at this building, new home of Motor Truck Services, Inc., Detroit. Notice the big overhead doors . . . eight on each side. Hard to heat? No sir! Just five **SHAFCONAIRE** OverHead Oil-Fired Heaters maintain comfortable working temperatures throughout the building at all times . . . although those doors are frequently opened to let trucks in and out. That's quick heat recovery . . . efficient, low-cost, zone-controlled heating at its best. Heating that saves you valuable floor space, too, because **SHAFCONAIRE** Heaters are quickly and easily installed overhead . . . up in the air and out of the way. They eliminate need for costly furnace rooms, chimneys, expensive ductwork . . . and they're designed to deliver a lifetime of economical, trouble-free service in buildings *just like yours!* Get complete information on how **SHAFCONAIRE** OverHead Heaters can solve *your* heating problems. Write, wire or call . . . *right now!*

SHAFCONAIRE

OVERHEAD HEATERS, INC.

1614 BOOK BUILDING • DETROIT 26, MICHIGAN • WO 2-4647

CASH YOUR PAY CHECK sign was made for a dealer in the sign shop of Kellogg Petroleum Products Co., Tide Water jobber in Western New York

STRICTLY UTILITARIAN is Sun Oil's new flasher sign, mounted on light standards at ends of pump islands, designed to get the most use out of pumps at stations handling heavy peak loads

CANOPY LIGHT FIXTURES for tube lighting over pump islands have been widely adopted for current new station construction, and have been added to many remodeled stations

Catching the Motorist's Eye

Quick Identification Built into Stations

From the beginning, the necessity for motor cars to get off the highway during refueling, has conferred upon service stations a degree of visibility possessed by no other class of retail outlets. Even the earliest drive-in stations had to sit on a plot of ground large enough for at least a few cars to drive off the road and up to the pumps.

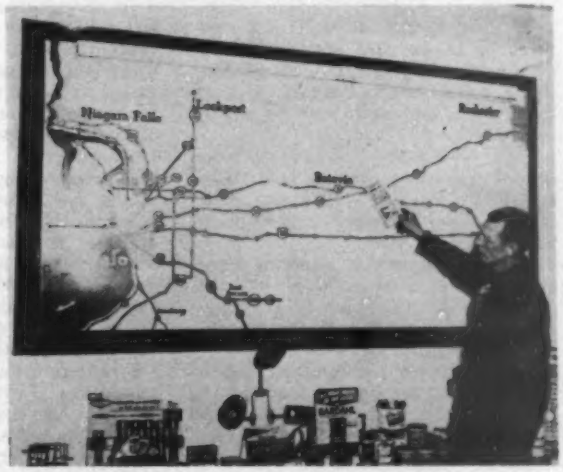
Obviously the most practical, and the most inviting layout was to put the driveway in front of the station, rather than in back of it. Thus the retail gasoline outlet could not be one of a series of stores fronting on the sidewalk, and one of the earliest eye-stoppers was the unoccupied land area surrounding each service station.

Of course, the Number One eye stopper was and is the gasoline pump. The mechanical means for getting the gasoline into the car was promptly developed into an attractive package, with prominent brand identification. The gasoline pump was first seen at the curbside, and thus antedated the wide station lot as an eye-stopper. Gasoline pumps today furnish the motoring public with one of its oldest and best means of identifying a service station as such. And the trademark and color treatment of the pump shell is still the surest way to identify the gasoline brand.

In addition to pumps and large lots as eye-stoppers, gasoline marketers have always had recourse to three additional means of directing attention to their service stations. The first of these is the building itself; the second is the use of signs; and the third is lighting.

Signs, of course, are used by all businesses, and in modern times service station signs have a lot of competition, in crowded business areas. Nevertheless, the major oil company brand names, and the more durable of the so-called private brands, both of which have been featured in advertising over many years, have achieved instant-recognition status when used as service station street identification signs.

Unlike any other business, the oil industry designs and builds its own retail outlets. It is compelled to do this because the service station is a one-purpose building. Traditionally, developers of commercial real estate have confined their investments to



ON THE STATION WALL, but facing a front show window, this blown-up highway map has been installed in a number of stations by Kellogg Petroleum Products, Inc., Tide Water Jobber. Shown here is Kellogg Dealer Bill Andrews pointing out a route for a touring motorist

ON CANADA'S QUEEN ELIZABETH WAY this station built about 1937 preserved an architectural style which was virtually a Supertest trademark throughout eastern Canada

TORONTO STATION OF 1951 shows that Supertest has switched over to functional architecture, and is bidding for eye appeal with more glass and a bigger display room

A PRIZE WINNER among early day stations, this St. Louis establishment put up a good front, but left the pumps in the background

the long-term certainties of the multi-purpose building, capable of being used as a restaurant today and a hardware store tomorrow.

Service stations, on the other hand, are designed with only one end in view, and that is their effectiveness as a gasoline outlet. Within practical cost limits, architectural features of the service station can be employed as eye-stoppers. Similarity in design and uniformity in color scheme are valuable aids to brand identification.

Some design features adopted solely for attention value have been abandoned because of high costs. Steeply pitched roofs, surfaced with bright-colored tiles, for example, made their appearance about 25 years ago, but are no longer used, because they are too expensive to build. Many other architectural extravagances, which were purely eye-stoppers, yielded place in the design cycle to the flat-topped rectangular buildings.

In these, the swing to larger land areas, and larger buildings, in itself gave stations greater visibility. Porcelain steel, and more recently structural glass for exterior walls, combined with much larger window areas, attracted the attention of car owners largely through contrast with older style stations.

In the postwar years competitive efforts to draw customers into stations through eye-appeal have brought about some extensions of old methods, and the introduction of some new elements. The use of glass display windows, well begun before World War II, has been carried to still further lengths. Station display rooms have been greatly enlarged to accommodate the more varied lines of TBA merchandise now generally sold by service stations. Display windows now go down to within a few inches of the floor, and comprise the better part of at least two outside display room walls.

Still larger land areas are being sought for conventional stations, as distinguished from the new multi-pump layouts; and there has been a still further increase in the average size of stations being built today. Thus, size alone draws more attention to the modern station, so that even the station built during the 1930's is at a competitive disadvantage from an eye-appeal standpoint.

In multi-pump stations eye-appeal takes on a new meaning. The mere presence of long ranks of pumps, often well beyond the needs of strict utility, holds forth the promise of easy entrance and exit and faster service. For some operators it has also become synonymous with lower price.

The multi-pump has also brought about a trend to larger and more costly identification signs. Currently a number of marketers are going in for hollow Plexiglas signs with self-contained lighting. Others are experimenting with enlarged versions of steel or steel and glass signs, some with self-contained lighting and some flood-lighted.

It is now common practice to supplement driveway floodlighting with clusters of spotlights mounted on standards at the pump island, to furnish additional illumination both for the pump island and for the station exterior. Also becoming popular is the use of tube lights in a canopy immediately above the pump island, or the vertical pylon lights introduced a few years ago. Some trials are being made of island light canopies designed with variable sign lettering in the side panels.

While the thorough floodlighting of a station exterior is obviously designed to invite the customer's attention, and patronage, lights inside the station contribute fully as much toward the same end. In this respect the newest stations, with their large expanse of windows, and more generous displays of merchandise, have a wonderful opportunity to get the utmost attention value with plenty of inside lighting. Some merchandising men in the oil business are sold on the idea that display lighting should be left on both day and night.

In addition to the station building, its pumps, lights and identification sign, the oil marketer has always

made use of a wide array of eye-stoppers coming under the head of point-of-sale material. They consist for the most part of sign-like messages, printed on paper, wood and metal, or painted on the windows or on permanent signboards on the station property.

The big problem with this class of eye-stopper is to convince station operators not to overdo it. It is easy to overload a service station with too many small metal product signs, too many counter displays, or too many posters. As eye-stoppers, an advertising message on a window streamer or an A-board poster can have a sharp impact as long as there is not too much competition from other similar material presented to the motorist's gaze.

In the temporary class also are eye-stoppers in the form of long strings of pennants, or the spiral metallic strips used for the same purpose in many western areas. Employed most effectively during the opening week of a new station, the pennant strings or metal strips should not be left in place too long.

One final form of eye-stopper deserves mention, and that is the display of merchandise. Canned oil is used more than anything else for this purpose, although there seems to be no good reason for it. Everything in the TBA line can be displayed to good advantage in a modern station, equipped with compact, attractive display fixtures. Also many TBA manufacturers supply at nominal cost, such things as battery display racks equipped with trickle chargers, windshield wiper cabinets, wire display racks for shock absorbers, radiator chemicals and counter display units.

Most oil company merchandising men would like to see dealers set up more eye-stoppers in the form of massed displays on the driveway. Tires and canned oil are extensively used for this purpose. Both get across a quick story to the motorist in the driveway or on the road. If someone could devise low-cost dummy batteries, light enough to be moved about easily, they, too, would form a part of massed merchandise displays.

After all, the purpose of all eye-stoppers is to let the public know at a glance, these things:

1. That this establishment is a service station;

2. That the X brand of gasoline is sold here;

3. That the station is clean and orderly, and therefore run by people who provide efficient, careful service for their customers' cars;

4. That reputable brands of a certain group of replacement accessories are available here, with related services;

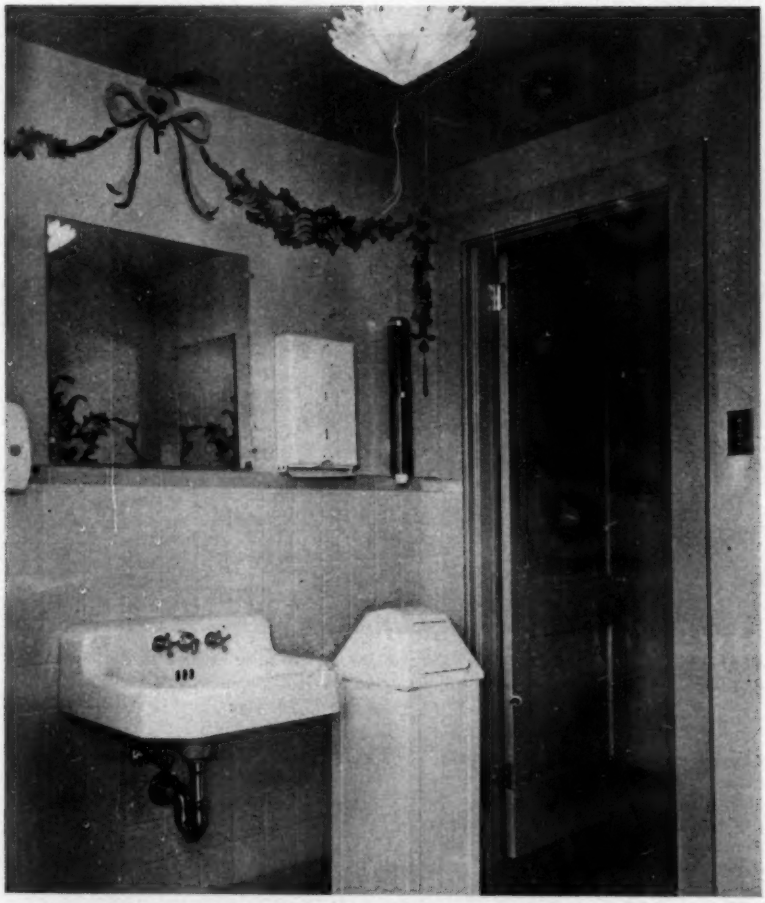
5. And to remind motorists (at seasonal intervals) of goods and services they need for the most satisfactory operation of their cars.

A large order to telegraph to a man's mind at an instant's visual contact. Oil men keep these objectives in mind while inventing effective eye-stoppers.

PLENTY OF EYE-APPEAL is apparent in the merchandise display at this Smith Oil & Refining Co., station in Rockford, Ill. Smith Oil distributes Gulf petroleum products and the Goodyear TBA line

ATLAS WING WALL built on the ends of some recent Standard of California stations is sort of permanent TBA billboard

25 FEET LONG by 18-in. high, this experimental sign on a Standard of California station is supported on a single pole at the pump block. Sign is of Plexiglas, interior lighted



THE ARTISTIC TOUCH—Cape Cod Oil Co. in its Barnstable, Mass., service station introduced a bit of the artistic in its restrooms. Shown here is the women's restroom. The mural over the mirror is by Peter Hunt, New York artist. Murals aren't confined to the women's side though. Appropriate murals are found in the men's quarters also

Restrooms Motorists Like

Attractive, Easy-to-Clean Finishes Used

Clean and attractive restrooms are accepted by the motoring public as an integral part of the services it expects when it patronizes service stations. And, as with such services as windshield cleaning, road maps, checking tire inflations, etc., the public doesn't pay a nickel for the station restrooms it uses. These services produce no revenue.

Yet, failure to provide the service at all, or to offer only poor to fair service and facilities is tantamount to inviting the prospective customer to take his business elsewhere.

Since the day when station restrooms moved indoors from their former Chick Sale environment, these facilities have about kept pace with improvement in plumbing fixtures, in a modest sort of way. The usual toilet, wash basin, waste receptacle and mirror is standard equipment for a large percentage of station restrooms. They are to be found in varying degrees of cleanliness and decore, but for the most part they seem designed strictly with a utilitarian purpose in mind.

These conditions have characterized the so-called "typical" service stations of the past and hold true for a majority of them today.

However, there has been evidence in the past—with added impetus in the last year or two—that since restrooms have come to be an accepted and important service to the motoring public, perhaps that often-neglected sanctum should be enhanced sufficiently to make it a business beckoner rather than a nuisance necessity to keep the public barely satisfied.

Although many of today's station restroom are finished with a wainscot of either ceramic tile, porcelain enamel or painted plaster, experiments are going on with new types of finishes. In addition to beautification there is the important purpose of making it easier to keep these restrooms clean.

In Southern California, oil companies are trying out a multi-color plastic-type finish for restrooms. Though the product has been on the market for four years, it was introduced for restroom use just last year.

The product is a plastic-type coating composed of lacquer, cellulose plastic and sebacic acid resin. In processing the ingredients, a multi-colored mixture is obtained which will produce a vari-colored surface with a spray application.

Called "Zolatone" after the inventor of the process, John Zola, the product is referred to variously as "lacquer mixture," "plastic - type lacquer," and "sprayed plastic finish." Standard application is by spraying it over a priming coat, using ordinary spray equipment. Three coats are recommended.

License-holders Sullivan and Blakely report the new finish has been used by Standard of California's three divisions (Standard Stations, Inc., Chevron and Signal), General Petroleum, Richfield and Union. They say it has been applied in restrooms in more than 500 service stations, mostly in Southern California and Arizona.

Many color combinations or effects can be produced, the manufacturer says. Usually a predominant color is flecked with two others, like a tan background with yellow and red-orange flecks. It has the appearance of a soft, mottled surface. However, mixtures, can be made that will simulate marble, granite, leather, cork and tweed.

One oil company operations official, commenting on the finish, said, "It has sort of a boudoir look rather than the hard shininess of the conventional restroom."

Manufacturer of the product contends a finish like this is easier to maintain than other surfaces. Dirt doesn't show as quickly as on a plain surface and, he adds, people are less inclined to write on the surface because the results don't stand out clearly.

For removing dirt, lipstick and pencil marks, it is recommended that soap or detergent and water be used to make the job easy.

Because of its chemical composition, the surface is not affected by

urine, acid or alkali, the manufacturer reports. The finish also is said to be non-static and will act as a dust repellent.

Properly applied, the finish is supposed to have six times the wearing thickness of a painted surface. The manufacturer contends a surface of this product will wear 10 to 15 years and has a high resistance to scrubbing with soap or detergent and water.

Undercoats have been developed to permit application of the finish to any type of surface—metal, plaster, glass, brick, tile, wood or concrete. Maximum cost per restroom is $75, NPN was told by Joe Blakely, of Sullivan and Blakely, painting contractors who have the license to handle service stations. One oil company operations man said a representative cost figure is $50 per restroom.

Acceptance of the product seems to be at varying stages among the oil companies. One is considering it. Another is experimenting. A third said it found the product satisfactory. Still a fourth reported that it has accepted the finish, has used it in over 140 stations (half in Los Angeles and half in Southern California and Arizona) and intends to apply it in the future where there are no restrictions.

Because of union objections to spray application, the product has not been introduced in some California areas.

Wallpaper — Another wall surface used in western restrooms is wallpaper. Standard of California papered restrooms about four years ago and has several stations with that type of interior finish. Shell Oil has tried it on an experimental basis recently.

So far, there has been no general acceptance of that interior.

Most popular feature is the attractive appearance. Theory underlying the wallpapered restrooms is that they are calculated to give a homey touch, encouraging the public to treat the restrooms with respect.

An objection cited is that water vapors will penetrate, causing the paper to pop or buckle.

Manager of a Los Angeles station told NPN he found the wallpaper surface easier to clean than painted walls and reported the public likes their attractive appearance and treats them with respect.

Modernizing — American-Standard, Pittsburgh, comes along with some suggestions designed to make restrooms business beckoners. To provide easy-to-wash floors that are durable, Terrazzo, marble, tile or plastic coverings are recommended. For the walls that are washable and will retain good looks, such things as tile, structural glass or a durable plastic material are listed. The company points out the initial expense may be higher than for other types of finishes, but the need for periodic painting or refinishing is eliminated.

Lighting—Good but not brilliant lighting is termed best. And with the lighting goes good ventilation. A

MODERN EQUIPMENT in this women's restroom includes a specially designed urinal (center) which several oil companies have installed on an experimental basis

EVER-TITE
The World's Best Quick Couplings

YOU'RE EVER-RIGHT WITH EVER-TITE!

Ever-Tites guarantee absolutely tight hose connections in an instant; cut loading and delivery time; prevent leaks and spills. Ever-Tites will never jam or fail; predetermined tightness is precision built-in during manufacture. Ruggedly constructed of finest materials to last indefinitely even in the hardest service. Made in all sizes. Stocked by leading equipment distributors everywhere.

*The Ever-Tite registered trademark is the symbol of dependability and quality, proved in 15 years' performance in the petroleum industry.

EVER-TITE COUPLING CO.

254 WEST 54th STREET, NEW YORK 19, N. Y.

PORCELAIN ENAMEL ON STEEL

Service Stations and Signs

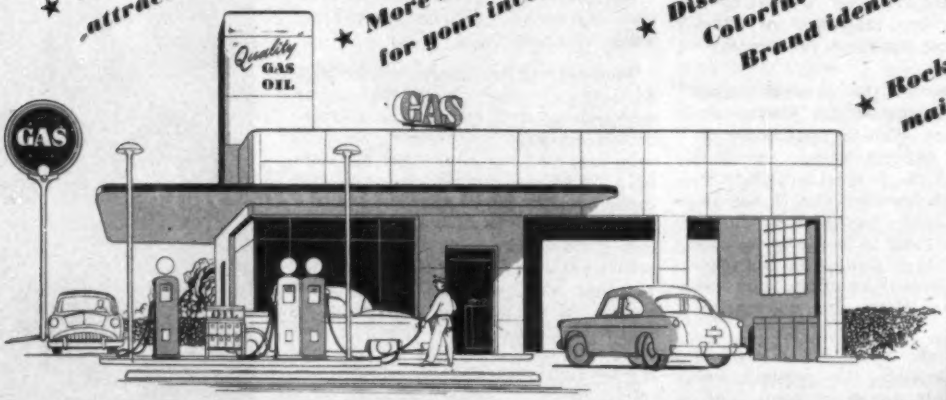
your proved Gallonage Builders!

★ *Year-round attractiveness!*

★ *More real value for your investment!*

★ *Distinctive Colorful Brand identification!*

★ *Rock-bottom maintenance!*



Why PORCELAIN ENAMEL is First Choice of experienced owners and operators

For service station exteriors and interior paneling, this versatile material provides attention-value through eye-catching, non-fading colors, or sparkling, glossy, permanent white. Porcelain Enamel Service Station panels are durable, attractive and easy to keep clean. They attract and hold steady customers.

Likewise, Porcelain Enamel signs are unmatched for the brilliance and permanence of the colors. Where brand identification colors are employed, the almost endless variety available in Porcelain Enamel reproduces them accurately and uniformly.

Porcelain Enamel does not fade or change, but retains its original color and brilliance for life without repainting or refinishing. Maintenance is reduced to the minimum because a simple washing will remove any soil or grime that may accumulate.

For a full-time, lasting, profit-building investment, insist on PORCELAIN ENAMEL ON STEEL!

To the right is a list of firms who are well equipped through experience and manufacturing facilities to provide top-quality Porcelain Enamel building exteriors, interior paneling and signs. These companies are all members of the Porcelain Enamel Institute.

PORCELAIN ENAMEL INSTITUTE, INC.

1346 Connecticut Avenue, N. W. • Washington 6, D. C.

PORCELAIN ENAMEL
Specialists
Ready to Serve You
Your Sources for
ARCHITECTURAL PORCELAIN ENAMEL

These firms are prepared to design, fabricate and arrange for the installation of Porcelain Enamel exteriors and interiors for automobile service stations and other buildings.

BARROWS PORCELAIN ENAMEL CO.
Cincinnati, Ohio
BETTINGER CORPORATION
Waltham, Mass.
CALIFORNIA METAL ENAMELING CO.
Los Angeles, California
DAVIDSON ENAMEL PRODUCTS, INC.
Lima, Ohio
THE ERIE ENAMELING CO.
Erie, Penna.
GUARANTEED PORCELAIN SERVICE, INC.
New York, New York
INDUSTRIAL ENAMELING
DIV. of INDUSTRIAL ELECTRIC, INC.
New Orleans, La.
INGRAM-RICHARDSON MFG. CO.
Beaver Falls, Penna.
MARYLAND PORCELAIN ENAMEL CO.
Baltimore, Md.
PORCELAIN ENAMEL, INC.
Tulsa, Oklahoma
SEAPORCEL METALS, INC.
Long Island City, N. Y.
J. M. SEASHOLTZ & SONS, INC.
Reading, Penna.
SOUTHWESTERN PORCELAIN STEEL CORP.
Sand Springs, Oklahoma
TEXLITE, INC.
Dallas, Texas
U. S. PORCELAIN ENAMEL CO.
Los Angeles, California
WOLVERINE PORCELAIN ENAMELING CO.
Detroit, Michigan

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PORCELAIN ENAMEL SIGNS

Listed below are dependable firms who have had extensive experience in the design and manufacture of Porcelain Enamel signs.

ATLAS ENAMELING COMPANY
St. Louis, Missouri
BARROWS PORCELAIN ENAMEL CO.
Cincinnati, Ohio
BETTINGER CORPORATION
Waltham, Mass.
CALIFORNIA METAL ENAMELING CO.
Los Angeles, Calif.
CHALLENGE STAMPING & PORCELAIN CO.
Grand Haven, Michigan
ERVITE CORPORATION
Erie, Penna.
HOUSTON PORCELAIN ENAMELING CO.
Houston, Texas
INGRAM-RICHARDSON MFG. CO.
Beaver Falls, Penna.
PORCELAIN METAL PRODUCTS CO.
Carnegie, Penna.
J. M. SEASHOLTZ & SONS, INC.
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Sand Springs, Oklahoma
TEXLITE, INC.
Dallas, Texas
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Detroit, Michigan

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stuffy, foul-smelling atmosphere can counteract all the good points of an otherwise first class restroom. Ventilation can be obtained by windows to the outside or electrical ventilating fans. Neutralizing cleansers used in water closets supplement good ventilation.

Fixtures—The type of fixtures used in restrooms will depend on two factors—cost and the desire to make the restroom an asset to business as well as a useful service to customers. Colored fixtures are available to provide the feminine customers with a deluxe type restroom. Pastels are most popular for this use while in men's rooms the preference seems to be for ivory, tan or white fixtures.

For the women's restroom, several companies currently are experimenting with women's urinals of the type illustrated in the picture on p. 89.

Selection — Wall-hung fixtures are most practical from the standpoint of facilitating restroom cleaning. There are no pedestals, wash basin legs or other floor connection type obstacles to hinder floor cleaning wall-to-wall.

Arrangement — American-Standard recommends water closets be grouped in one section of the restroom and wash basins in another. Use of one combination faucet in lavatories is urged.

One large mirror in each restroom is termed desirable but in women's restroom it has been found best to keep the mirror away from the lavatory. Experience has shown that women take up space at the wash basin after they're through by using the mirror while putting on make-up and combing their hair. Keeping mirrors away from basins in the women's room not only speeds up traffic but keeps loose hair and powder from soiling the basins and clogging the drains.

Where paper towels are used, avoid use of the wire type basket because they often give the room an untidy appearance. Depending on the degree of completeness desired in outfitting restrooms, some restrooms furnish regular towels and others automatic electric hand driers. Wherever towels are used, a waste and towel disposal unit is necessary.

For the women it has been found desirable by many companies to provide a closed metal receptacle in each toilet compartment for used sanitary napkins, in addition to at least one napkin supply machine in the restroom itself.

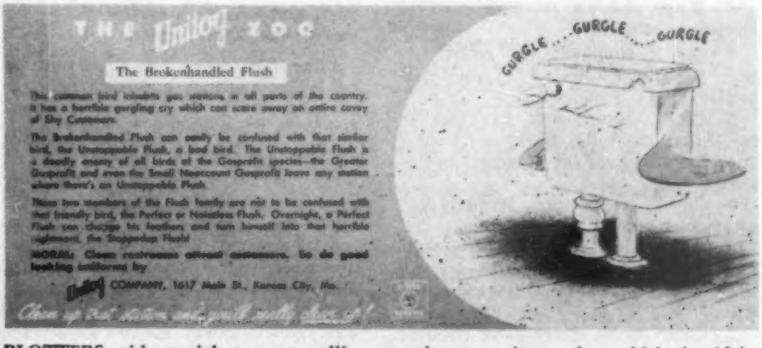
Again depending on the type of restroom desired, often dressing table chairs are provided in the women's room.

Keep 'Em Clean—The smartest appointed restroom if not kept clean, can drive customers away as effectively as one which is inadequately equipped and/or allowed to deteriorate through lack of cleaning and maintenance. For the most part, oil companies strive valiantly to impress station operators and managers with the need and importance for clean restrooms. There seems to be no all-inclusive plan which guarantees 100% success in the clean restroom campaign. However, here are a few examples of what is being and can be done toward that end.

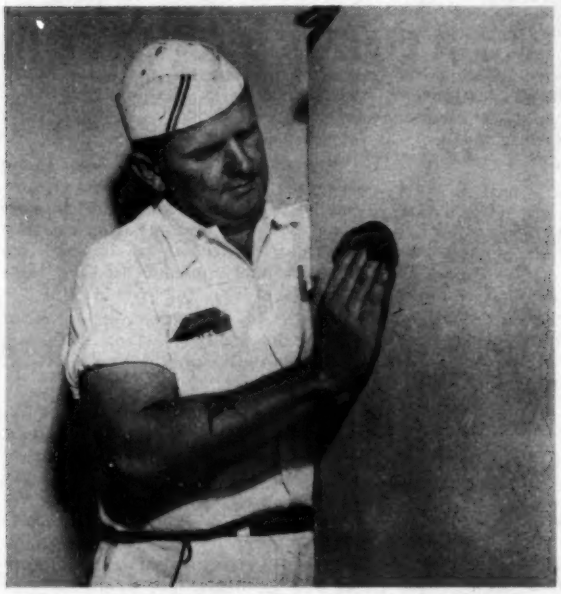
Gulf Oil's restroom manual covers most of the major points found in any company manual and serves as a good illustration. Gulf's campaign features a "Sanitary Restrooms" sign and a pledge sign to be posted in each restroom. The latter informs the restroom user that:

"By displaying this sign, I promise the motoring public that I will maintain high cleanliness standards plus adequate supplies and equipment. If you should find this restroom in any way unclean or without necessary supplies and equipment, please call the matter to the attention of the manager or service salesman on duty. Your Gulf Dealer."

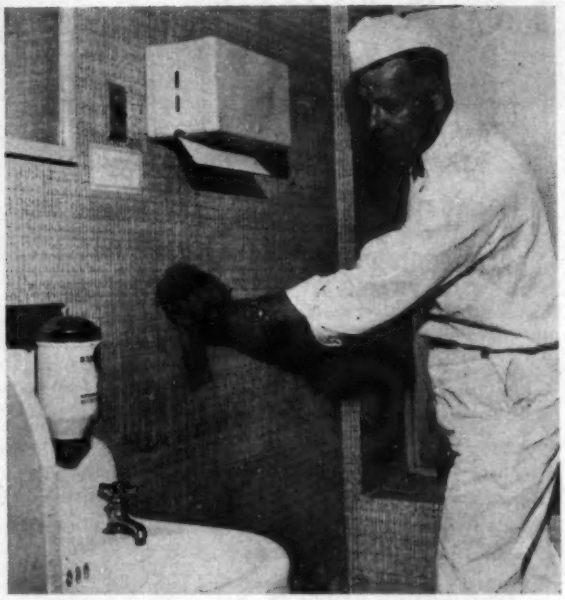
In accepting the restroom sign and



BLOTTERS with special messages calling attention to various points which should be checked in restrooms are sent to station operators



A MULTI-COLORED finish for service station restrooms, introduced in Los Angeles last year, is being used to varying extents by West Coast companies. Big feature is that all colors are sprayed on in single application. Soft, mottled surface gives a "boudoir look," one operations official says



WALLPAPER is used in some restrooms. This idea was tried out about four years ago, but so far hasn't caught on generally. Theory is that wallpaper gives a homey touch which may influence the public to show more respect for restrooms

pledge, the dealer agrees to maintain clean and well-equipped restrooms, with the penalty for failure to do so being the removal of the restroom pledge signs and "Sanitary Restrooms" sign from the station.

Gulf sets up this daily restroom schedule:

1—Clean wash bowl and faucets, using scouring powder;

2—Clean toilet bowl, seat base and flush box, using scouring powder and solvent;

3—Polish mirrors, using windshield technique;

4—Sweep and mop floor, using soap powder;

5—Empty wastebaskets and wash if necessary;

6—Wash shelves, using windshield cleaning technique;

7—Check supplies: (a) toilet tissue; (b) paper towels; (c) soap dispensers; (d) deodorant;

8—Check equipment: (a) faucets for leaks; (b) toilet flush; (c) lights; (d) door locks; (e) special equipment;

9—Check restrooms frequently—after each use if possible.

For a weekly schedule Gulf suggests:

1—Clean windows, frames and sills;

2—Clean walls, doors, door frames;

3—Polish metal pipes, faucets, door, hardware, etc.;

4—Scrub floors;

5—Wash waste receptacle.

As necessary maintenance supplies, Gulf lists these: mop bucket; mop; wall cleaner; long-handled brush; soap; solvent; cleaning clothes; metal polish; scouring powder; broom; sponge and chamois, and deodorant.

Incentive—To maintain interest of station dealers in clean restrooms and to provide incentive of sorts, Seaboard Oil Co., Pure Oil affiliate in Jacksonville, Fla., has O. R. Lindstrom, sales promotion manager, send out special bulletins to "members of Seaboard Oil Co., Pure Oil affiliate, in Club." These bulletins contain such items as this:

"We have just received another batch of OK'd restroom cards from customers—as a matter of fact, there were 250 of them.

"The comments contained on the cards are without a doubt the most complimentary I have ever seen. (Only 3 criticisms in the entire lot—'no soap—no toilet paper—one dirty wash bowel'.)

"You men are to be congratulated for doing a great job during this busy tourist season. You have made many favorable impressions on hundreds of motorists—many of them driving into your stations for the first time. All this reflects credit to you gentlemen at the important point of sale—at the island and on your driveway. . . ."

The dealer bulletin then gives excerpts from some of the complimentary cards received.

Reminders—Cities Service currently mails out to their outlets once a month one in a series of blotters designed as reminders in the clean restrooms campaign. Prepared by Unitog Co., Kansas City, the blotters admittedly promote Unitog but also provide in a light-veined manner reminders of some of the "natural" foes of clean restrooms. One blotter, for example (see reproduction on p. 91), reads:

"The Brokenhandled Flush — This common bird inhabits gas stations in all parts of the country. It has a horrible gurgling cry which can scare away an entire covey of Shy Customers.

"The Brokenhandled Flush can easily be confused with that similar bird, the Unstoppable Flush, a bad bird. The Unstoppable Flush is a deadly enemy of all birds in the Gasprofit species — the Greater Gasprofit and even the Small Noaccount Gasprofit leave any station where there's an Unstoppable Flush.

"These two members of the Flush family are not to be confused with that friendly bird, the Perfect or Noiseless Flush. Overnight, a Perfect Flush can change his feathers and turn himself into that horrible nightmare, the Stoppedup Flush!"

Equipment for Today's Stations

Full Service Requires Use of Proper Tools

Many components go into the so-called "typical" service station. The right combination of the components is what distinguishes the really successful outlet from the "just average" one. A service station is comprised, basically, of: the facilities (building, equipment, etc.), services rendered, products sold and the operating personnel. These are not necessarily in order of importance.

Directly, or indirectly, the material included in the next few pages is related to two station components—facilities and services rendered, the latter being included since they are the result of the end use of some of the equipment found in stations.

Presented herewith is a compilation of the more important developments in service station construction and equipment which may prove of value to service station planners.

★ ★ ★

The equipment used at today's service station is as modern as the building itself, both in appearance and efficiency.

Oil marketing equipment manufacturers have been quick to recognize the need for equipment designed to match a station building's sales appeal and make the customer feel that he is getting good service.

For example, the modern gasoline dispensing units have their modern styling enhanced by high gloss finishes, lending the eye-stopper appeal of color to the over-all station layout. The easy-to-read computers and compact design give the units a look of efficiency which creates customer confidence in their accuracy. Most pumps are equipped with extra long lengths of hose so motorists will not have to maneuver at the islands in order to get quick service.

In the lube room the effort is to combine utility with merchandising. Modern equipment is designed not only with the lubrication man in mind, but also with the customer in mind. For the operator, equipment is made to enable quick, thorough and efficient lube jobs. For the customer, the "hospital-clean" appearance of equipment lends an atmosphere which has customer appeal and simultaneously makes him feel that here he can get the kind of lubrication he needs to give him more miles of comfortable and carefree motoring.

Estimates as to the cost of pumps, tanks, compressor, hoist and fixed equipment (lube systems, etc.) range between $3,300 to $5,000 and even up to $8,000, with the variation due to different station layouts and requirements.

There is a variation in the quantity of equipment provided by the marketer for dealer setups. In general, most of the stationary equipment is supplied by the marketer with the lessee dealer providing the movable equipment and hand tools.

However, most companies will help the dealer finance his equipment needs if such assistance is required. This financial aid is based on a sound financing plan which calls for definite time limit on the loan and a nominal interest charge. This is similar to the plans for assisting in the financing of merchandise inventory.

One marketer says his financial assistance programs provide for liquidation of loans over a reasonable period—not to exceed 18 months—with a nominal interest charge. He says the necessity for financial assistance seems to be increasing because of inflationary values and the trend toward larger service station layouts. Another contributory factor reflects the search for aggressive potential merchants who, in many cases, have acquired limited financial resources.

Some of the service station equipment trends might be highlighted in their various categories as follows:

Island Equipment—The entire island area has become almost a complete servicing as well as sales spot. Here the motorist can have his oil changed, his battery checked, his tires and radiator serviced, and many small TBA items installed quickly and efficiently.

This is possible through the use of modern equipment such as fast oil changers, air-water wells or towers, improved lighting to speed night servicing, windshield cleaning equipment, and even a small desk type unit for facilitating the handling of credit transactions. These services can be provided at many stations without leaving the island.

Modern gasoline dispensers have style, sales appeal and efficiency.

Remote pumping units, leaving only the actual dispenser at the island, have been developed by several companies.

Lubritorium — Today's lubrication equipment is designed to deliver clean lubes to chassis points of a car. The equipment looks clean and does its bit in helping to boost lube volume.

There are a number of hoists on the market, but they break down into two general types—the frame contact and the roll-on. The former leaves the wheels hanging free while the latter supports the car by the wheels. One company has just announced a unit which fits most roll-on type lifts and which permits the jacking up of various sections of the car while the lift is up.

Most lubritoriums have battery charging and servicing equipment. Some find wheel-balancing profitable and buy special equipment for that service. Spark plug checkers and cleaners can be found in many stations. Tire-changing and vulcanizing tools are nearly standard equipment.

Lighting—Most of today's station building are literally "in the spotlight." Spotlights on the islands and other strategic points are directed at the station to make it stand out at night.

Probably the newest type of lighting for islands is the "T" fixture which consists of horizontal fluorescent fixtures mounted on poles. Another type of fluorescent light for islands is the vertical post fixture. Many marketers still use incandescent lamps in the familiar island mushroom fixture.

On top of almost all of the island fixtures, regardless of type, are placed one or more spots to increase intensity at desired points.

Floodlights, mounted on tall poles, are used to light the entire area and especially the approaches and drive areas. Some marketers prefer incan-

descent fixtures, either sealed beam or separate reflector, lamp and lens. Others use mercury vapor lighting. Spotlight clusters also are used for floodlighting either as the sole unit or in conjunction with the regular floodlight fixture.

One thing stands out in today's station lighting. Skillful engineering is put to work to do the lighting job more efficiently and economically, and most of the lighting fixture manufacturers make their engineering services available to oil marketers so they can receive full advantage of the new fixtures.

Many factors enter into the picture of lighting a station. The type of building is one. Another is the type of drive. Location of the station —near other well-lighted stations or buildings—is a highly important factor. Size of the yard is still another.

This makes the study of light patterns for each specific fixture important, and most fixture manufacturers have such data available.

Interior lighting is fluorescent in the sales room of most stations, with some lubritoriums and restrooms

Tool and Equipment List for Service Stations

This list of equipment and small tools is compiled from information obtained from several oil companies which furnish such lists for dealer and company-operated stations. The tabulation breaks the tool function down into the various services which may be offered at an outlet. The general service tools are those needed at all stations, while the others are obtained only if a particular servicing job—on batteries and spark plugs for example—is performed.

General Service Station Tools

Socket set—½" drive, 17 sockets ranging from $\frac{7}{16}$" to $\frac{1}{16}$", swing head handle, 80 tooth ratchet.
Box end wrenches—1¼ x 1⅜", $1\frac{1}{32}$ x $1\frac{1}{16}$", 1 x $\frac{1}{16}$", ⅝ x $\frac{7}{16}$", $\frac{1}{16}$ x ⅞", $\frac{1}{16}$ x $\frac{9}{16}$", ½ x $\frac{9}{16}$", $\frac{7}{16}$ x $\frac{1}{2}$", ⅜ x $\frac{7}{16}$".
Hand drill—¼".
Cleaning brush.
Wrench torque.
Stillson wrench—12".
Utility pliers—7".
Open end wrenches—$1\frac{1}{16}$ x $1\frac{1}{16}$", $1\frac{1}{16}$ x 1", 1 x $\frac{1}{16}$", $\frac{1}{16}$ x ⅞", ¾ x $\frac{1}{16}$", $\frac{1}{16}$ x $\frac{9}{16}$", ½ x ⅝", $\frac{7}{16}$ x $\frac{1}{2}$".
Cold chisel—⅝".
Whisk broom.
Lock wrench—7".
Button type blow gun.
Multigrip pliers.
Needle nose pliers.
Truck tire gauge.
Screw drivers—12", 8", 4".
Ball pein hammer—2 lb., 1 lb.
Phillips screw drivers—8", 6", 4".
Antifreeze measure—1 gal.
Hack saw.
Bench vise—4".
Musk brush.
Wire scratch brush.
Hydraulic portable jack.
Emergency gas can.
Water pail.
Closed curved can spout—1 qt. and 5 qt.
Can spout—1 qt. and 5 qt.
Flow control oil measure—4 qt. rigid spout, 4 qt. flexible spout.
Water can.
Stationary jack.
Tool board.
Fender and seat covers.
5-gal. funnel with screen.
Swing spout measure—1 and 2 qt.
Chain pliers.
Set of Allen wrenches.
Can opener.

General Equipment

Lifts or pits.
Gasoline pumps
Air compressor.
Air towers—lines.
Fire extinguishers.
Pit lift jacks.
Service jack—2 tons.
Waste cans.
Work bench and vise.
Mounting board for fan belts.
Wall tire rack.
Storage and display cabinets.
Gage sticks.
Desk.
Cash register.
Adjustable shelving.
Safe.
Waste baskets.
First aid kit.
Paper cups and dispensers.
Radiator filling can.
Soap dispensers.
Water hose and nozzle.
Sanitary cans.
Ladder.
Mirrors.
Signal bell.
Toilet paper dispensers.
Gasoline test can.
Paper towel dispensers.
Ice scraper.
Toilet bowl brush.
Plumber's friend (plunger).
Broom.
Yard push brush.
Deck brush, scrub brush and window brush.
Garbage can.

Service Salesman's Tools

Tool box.
Box end wrenches—$\frac{5}{16}$ x ⅝", ½ x $\frac{7}{16}$", $\frac{7}{16}$ x ½", ⅜ x $\frac{7}{16}$".
Tire valve tool.
Flashlight.
Pencil tire gauge.
Open end wrenches—½ x $\frac{5}{16}$", $\frac{7}{16}$ x ½", ⅝ x $\frac{7}{16}$", $\frac{7}{16}$ x $\frac{9}{16}$", ¼ x $\frac{5}{16}$".
Easy out (broken stud bolt remover).
Utility pliers—6".
Window spray guns—either hand operated or air primed are recommended.
Screw drivers—6", stubby, 3" with fingers to hold bolt head.
Phillips screw drivers—6", 3".
Crescent wrench—10".

Lubrication Service Tools

Pistol oiler for rubber parts.
Grease bar.
7-way male crankcase wrench.
7-way female crankcase wrench.
Ford drain plug wrench.
Easy outs for grease fittings.
Grease fitting tool.
Wheel chucks.
Creeper.
Air gun blower.
15" utility oil gun.
Funnel and floor stand.
Hydraulic to Alemite adapter.
Air filter cleaner

Lubrication Service Equipment

Power chassis gun (100-lb. capacity).
Gear oil dispensers (100-lb. capacity).
1-lb. hand guns.
10" suction gun.
Vacuum cleaner.
Drain facilities.
Crankcase flusher.
Quick oil changer.

Tire Service Tools

Tire tools.
Electric vulcanizer.
Cam bead breaker.

Tire Service Equipment

Tube testing tank.
Tire changing machine recommended (where used tire tools not required).
Wheel balancing machine.

Battery Service Tools

Battery pliers.
Terminal spreader.
Terminal and starter nut wrench.
Battery kit.
Short battery carrier.
Long battery carrier.
Filler bulb and syringe.
Hydrometer.
Terminal puller.
Post and terminal cleaner

Battery Service Equipment

Charger-tester.
Stock trickle charger.
Jar for distilled water.

Cooling System Service Tools

Electric hot plate.
Flush gun.
Antifreeze tester.
Drain cock opener.
200 deg. F. thermometer.
Funnel.
Thermostat tester with removable thermometer replaces hot plate and thermometer above if desired.
Radiator hose cutter.

Cooling System Service Equipment

Flushing machine (if volume warrants).
Cooling system leak detector.
Drain pan for radiators.
Radiator fill bibs.

Fan Belt Service Tools

Fan belt flipper.

Spark Plug Service Tools

Spark plug socket set—$\frac{5}{16}$ to 1⅛.
Spark plug gap tool.
Spark plug hole rethreader.

Spark Plug Service Equipment

Spark plug cleaner and tester.

Brake Fluid Service Tools

Filler — consists of a fitting which screws into top of brake fluid can lid, length of flexible tubing, and long delivery nozzle.
(No additional tools or equipment are needed for servicing windshield wipers and lights.)

Automatic Transmission Lubrication Tools

Metal tool box.
Socket set—⅜" drive—$\frac{7}{16}$", ½" and $\frac{9}{16}$" square sockets, 9" extension, ratchet handle.
Covered can spout.
Allen wrench—$\frac{5}{16}$".
Fly wheel turning tool.

Wheel Bearing Service Tools

Wheel bearing packer.
Wheel bearing washer.
Diagonal cutting pliers.
Hub and dust cap puller.
Brass drift punch.
Universal wheel puller.

Spring Repack Service Tools

Special clamp with lubrication fitting.
Special chisel with lubrication fitting.
Putty knife.

Oil Filter Service Tools

Flare nut wrenches—⅝ x ½" and ⅝ x $\frac{7}{16}$".
Weatherhead socket wrenches—¼", $\frac{7}{16}$", $\frac{1}{2}$".

Washing, Polishing, Waxing Tools

Fender brush.
Wheel brush.
Turkish towel.
Chamois.
Sponge.

Washing, Polishing, Waxing Equipment

Towel wringer.
Other equipment (such as car washing machines) optional.
(No additional tools are needed for universal joint lubrication, motor washing, speedometer cables or body tightening.)

Muffler and Tail Pipe Service Tools

Muffler hack saw.
Muffler splitting tool.

Shock Absorber Service Tools

Filler cans—consists of small can with pump, flexible tubing and long thin nozzle.
Measuring beaker.
Box wrench—⅜ x $\frac{7}{16}$".
Combination wrench—$\frac{7}{16}$ x ¼".
Spanner wrench.

Brake Service — Adjusting and Bleeding Tools

Lockheed brake wrench—1⅛ x $1\frac{1}{16}$".
Ford brake wrench.
Bleeder valve wrench—⅜ x $\frac{7}{16}$".
Bleeder hose.
Bendix star nut wrench.
Chevrolet brake wrench.

Brake Service Equipment

Brake fluid pump.

Rewiring Tools

Rewiring kit consisting of spools of wire and miscellaneous fittings needed for various cars. This can be secured in a display rack setup.
Crimper.
Distributor brush.

Car Starting Tools

Ignition socket set—¼ to $\frac{7}{16}$" sockets.
Feeler gauges—.0015 to .035".
Ignition tool set — consists of special pliers, wrenches, etc.
Prod tester.
Emergency coil.

Seat Cover Service Tools

Hog ring pliers.

still being illuminated with incandescent fixtures. One manufacturer is making a new fluorescent fixture especially for lube room hoists.

In addition to the main interior lighting, spots are used to highlight displays. Hidden fluorescent fixtures also illuminate displays.

For Heating—The suspended-type warm air furnace is used at a great many of today's stations. One advantage of this type of furnace is that it takes up no floor area. With every inch of a station area valuable for either servicing, storage or display, the conservation of floor space is considered highly important. Also, by many this type of unit is considered more economical and efficient.

Restrooms — Another article (see p. 88) describes many of the trends in restroom equipment and finishes. The accent is on attractiveness and and ease of maintenance.

Small Tools for Stations — One equipment category at a station is frequently overlooked mainly because it is in the province of the dealer in lessee operations. However, marketers are becoming more cognizant of the fact that proper servicing of a car depends in no minor part on the small tools—wrenches, pliers, hammers, etc.—which the station may have in its lubritorium.

A number of oil marketers are recommending to their dealers that they acquire the proper small tools to do a good servicing job. Lists are prepared for use at the company's own stations or for the use of the dealer in guiding his purchases. Some arrangements help the dealer to purchase what he needs, both from a selection and a financial standpoint. The dealer, however, is expected to pay for the tools.

Several companies have furnished NPN with a list of recommended tools and a combined list has been prepared (see p. 94). It is hoped that this list may help others select tools to fit specific needs of their own operations.

As to the cost of small tools for a station, one oil marketer estimates as follows:

Lube tools, oil-changing equipment, wheel-packing equipment and small lube guns—$300-$350.

Battery charger and quick charger —$250-$300.

Hand tools (hammers, screw drivers, pliers, wrenches, etc.)—$75-$100.

Wheel balancing equipment—$50.

Vulcanizing, tire changing and tube patching equipment—$35.

Battery tools—$35.

The above is mentioned as one sample and other marketers may feel they need more or less in the way of small tools. The cost, of course, will vary with the requirements and individual tastes.

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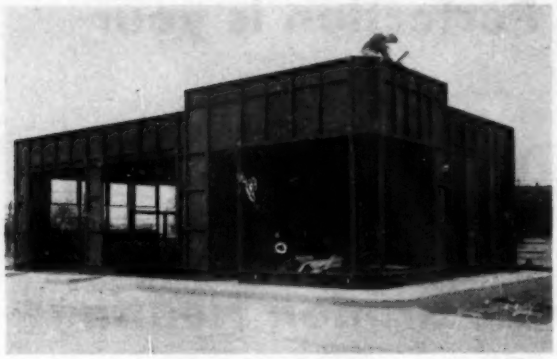
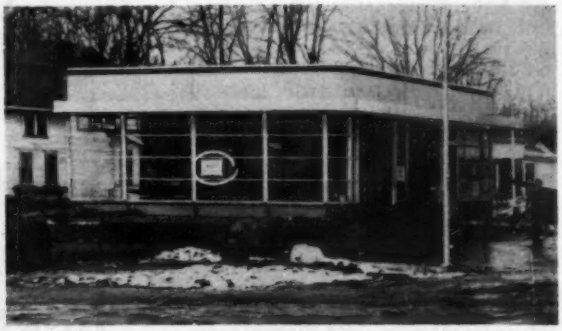


ALL-STEEL station under construction shows how the panels are installed and framework erected



MOVING DAY for this station is easy, Austin Co. says, because an all-steel structure has the necessary strength for moving as a whole, or it can be disassembled for shipping

All-Steel Prefabricated Stations Provide Flexibility, Uniformity

Most service stations of the future will be prefabricated, all-steel structures, the Austin Co. of Cleveland, Ohio, says. According to the company there are several distinct advantages:

1. Flexibility—With a modular system of steel wall panel construction, there is maximum flexibility to meet each individual oil company's layout, architecture, and colors.

2. Uniformity—With prefabricated construction, buildings are uniform in construction, which is hard to achieve with masonry construction, especially in far-flung territories.

3. Proven by Test—Many stations of all-steel construction, using porcelain enamel, have been built during the past number of years for a large number of oil companies, showing that this type of construction can be successfully adapted to their designs.

4. Less Maintenance—All-steel stations faced with porcelain enamel tend to retain a brand new appearance and they are easier to keep that way.

5. Eye-Appeal—The all-steel station faced with porcelain enamel panels provides an attractive, colorful exterior with long lasting sales appeal to draw customers, both day and night.

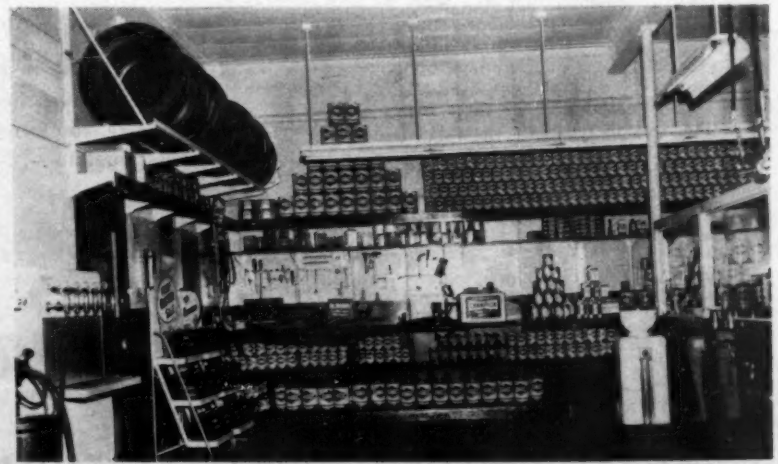
Just recently the Austin Co. developed a completely new station design which employs its "Twin-Wall" construction. The result, Austin says, is a lower cost prefabricated station. The "Twin-Wall" construction consists of an outer panel of porcelain enamel or metal 1¼" deep and an inside panel of steel two feet wide and 3" deep with a 1" or 2" insulating material cemented on the wall on the warm side of the panel.

Austin specializes in all-steel construction, using a modular wall panel which consists of a blank, sash, or door panel unit. All these panels are fabricated to receive the porcelain enamel outer facings, therefore it is not necessary to apply any wood or metal furring to attach the porcelain enamel in the field.

The panels are light in weight as compared with masonry construction and therefore it is quite frequently possible to place them on sites where poor soil conditions are encountered, Austin says. The panels weigh about 10% as much as a masonry wall.

In order that buildings may have long life, Austin has adopted the policy of carrying all roof loads on heavy gage steel. The modular wall panel framework shown in the photograph above has been used for over 15 years, and photograph also shows a building which has been moved after being in service for that long, remaining in good condition, the company says.

Austin is now giving added protection to the base of the wall units to provide still longer life. In addition, the panels are being sprayed with liquid Neoprenes to provide bet-



WALL STRENGTH of an all-steel building is indicated by the amount of products stored on shelves at the back of the lube bay at this station. The shelf brackets are held by sheet metal screws into the metal wall

ter protection to the steel panels, company says.

Large expanses of plate glass in the salesrooms of these all-steel stations provide high visibility and create a showcase for visual selling of TBA. The two-way visibility also is said to boost business because the attendant can immediately see the customer and the customer can see the attendant.

All-Weather Construction is possible with the all-steel prefabricated station. They can be constructed in the winter months, ready for opening in the spring and summer gasoline sales season. According to Austin, the all-steel modular station building can be erected in far less time than with ordinary construction.

As for insulation, Austin says it is no problem to insulate an all-steel building so that it can successfully meet weather conditions in all parts of the country. Added insulation can be provided for the colder areas, which may not be required in other sections of the country.

One of the mistakes made in some of the first steel fabricated stations was the use of hand-packed loose insulation, which gradually settled down inside the walls and came in contact with the exterior panels, absorbing moisture which collected at the base of the panels at the foundation line, causing serious corrosion, Austin says. This difficulty has been overcome by the use of a board type insulation, the company says, which is cemented to the warm side of the panel.

Fire Safe—The insulated all-steel building is fire safe, the company says, because there are no materials used inside or out that add combustible content in case of fire.

Another important feature of the modular construction, Austin says, is that while the building is permanent, it also is easy to move. The buildings can be moved as a unit or taken down completely and re-erected if street or highway improvements and changes dictate.

The company's new "Twin-Wall' construction has been presented to only a few oil marketers thus far, but to illustrate the strength of the panels a heavy load of canned oil can be placed on shelving whose brackets are fastened with sheet metal screws to the modular wall panel construction (see photo on page 96).

Reports Trend to Prefabricated Steel Service Station Buildings

There is a definite trend to factory-produced steel buildings, says R. Blickensderfer, manager of building sales for Armco Drainage & Metal Products, Inc., adding that this has altered the thinking and planning on station construction.

Primary reason for prefab construction, he declares, is a desire to reduce costs. Other advantages are flexibility—such as a variety of doors and windows that can be placed at almost any desired location; lube rooms can be placed at left or right-hand side of station with provision for extra bays when needed.

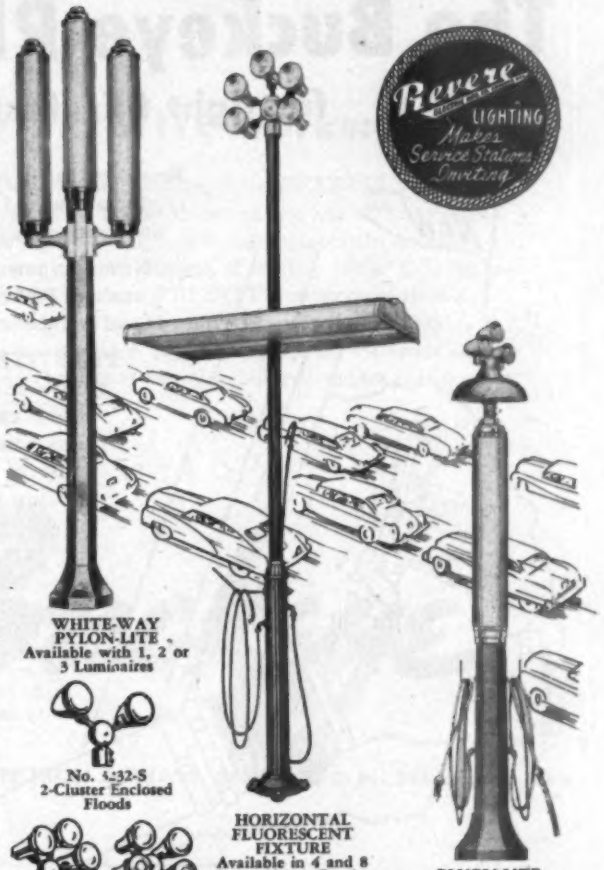
The accuracy of fabrication of mass-produced steel stations makes possible economical bulk purchase of porcelain enameled panels, doors, windows, and other materials because dimensions of the finished building must conform exactly with plans, Mr. Blickensderfer points out.

A factory-produced station can be erected, finished and opened quicker than a conventional masonry structure, he says. He also lists ease of maintenance, uniform appearance, and fire safety as advantages.

As an example of the economy of factory-made steel service stations, Mr. Blickensderfer says one major oil company is saving $1,500 a station on a 75-station program or a saving of $112,500.

*Swish STOPPERS

*(CARS WHIZZING BY AND NOT PATRONIZING YOUR STATION)



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It doesn't net you a thin dime when cars "swish" by your station . . . you've got to stop them! And REVERE has the STOPPERS! For instance, the WHITE-WAY PYLON-LITE with 1, 2 or 3 Fluorescent Luminaires . . . there's invitation personified! Or the NEW . . . very new, Horizontal Fluorescent Island Light, that CONCENTRATES a soft glow of white light on the selling area. And, there's the practical Pylon-Lite—topped with Cluster-Lites that lure as they light. These are DEFINITE "swish" stoppers! Add to them REVERE Sign Standards and you have a winning wallop—that Fairly Shouts: "Stop Here."

Consult REVERE for complete NEW planning or alterations that will boost your volume of night business.

Revere ELECTRIC MFG. CO. CHICAGO, U.S.A.

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THE GREATEST NAME IN LIGHTING

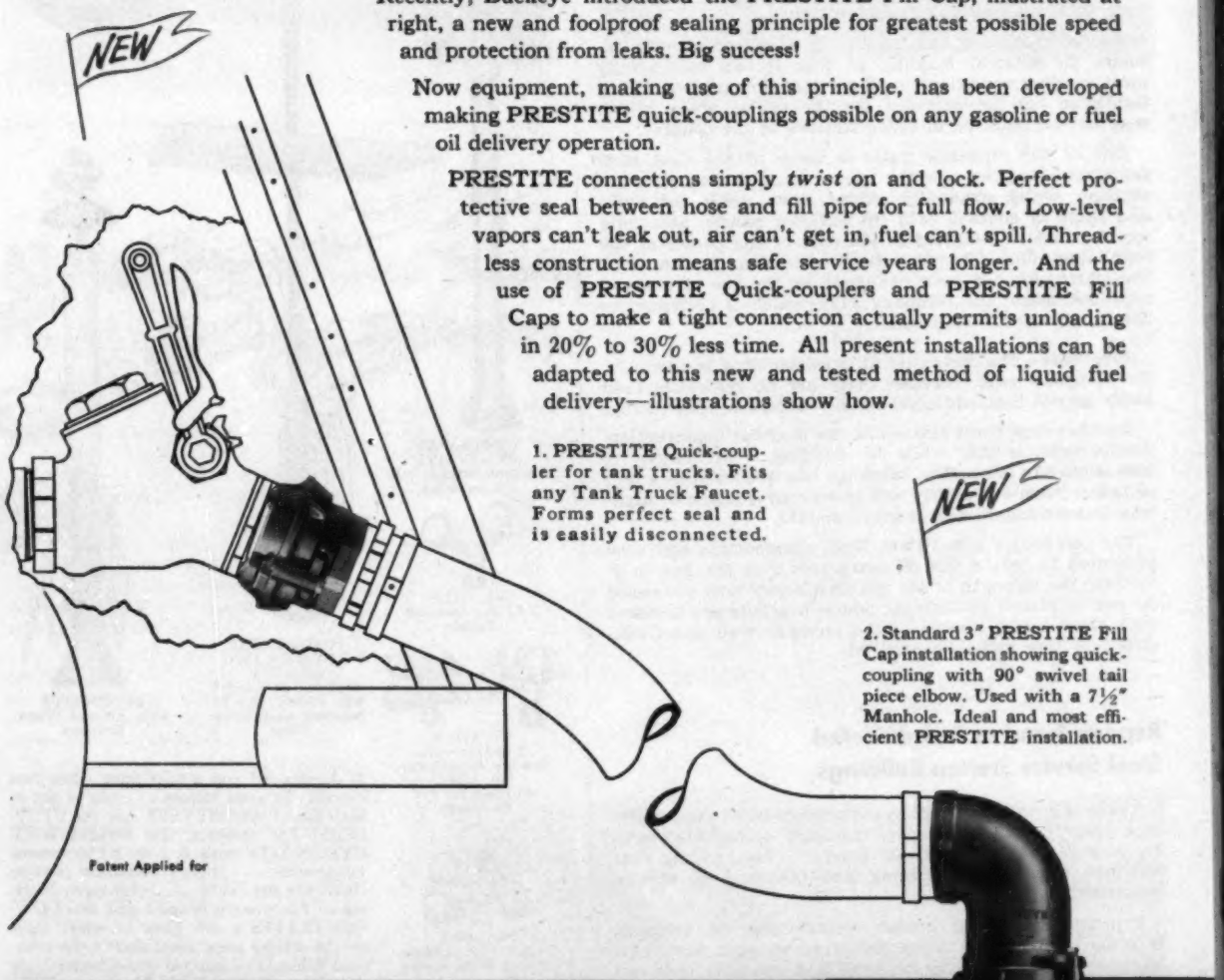
The Buckeye PRESTITE Family

for tight fills, fast fills, safe fills the easy way

Recently, Buckeye introduced the PRESTITE Fill Cap, illustrated at right, a new and foolproof sealing principle for greatest possible speed and protection from leaks. Big success!

Now equipment, making use of this principle, has been developed making PRESTITE quick-couplings possible on any gasoline or fuel oil delivery operation.

PRESTITE connections simply *twist* on and lock. Perfect protective seal between hose and fill pipe for full flow. Low-level vapors can't leak out, air can't get in, fuel can't spill. Threadless construction means safe service years longer. And the use of PRESTITE Quick-couplers and PRESTITE Fill Caps to make a tight connection actually permits unloading in 20% to 30% less time. All present installations can be adapted to this new and tested method of liquid fuel delivery—illustrations show how.



1. PRESTITE Quick-coupler for tank trucks. Fits any Tank Truck Faucet. Forms perfect seal and is easily disconnected.

2. Standard 3" PRESTITE Fill Cap installation showing quick-coupling with 90° swivel tail piece elbow. Used with a 7½" Manhole. Ideal and most efficient PRESTITE installation.

Patent Applied for

MAIL COUPON FOR COMPLETE DETAILS

BUCKEYE IRON & BRASS WORKS, Dept. N, P. O. Box 883, Dayton 1, Ohio

Please send complete details on the new Buckeye PRESTITE family.

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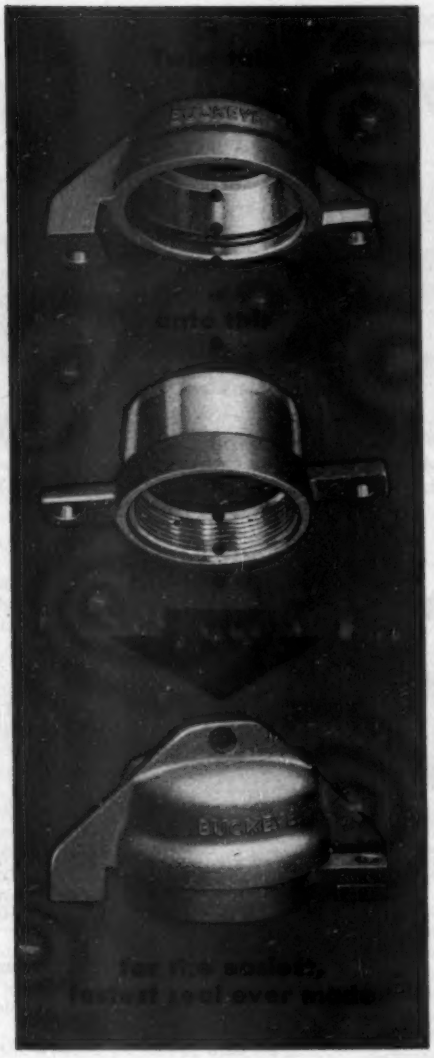
ADDRESS.....

CITY.....ZONE.....STATE.....



NEW

How PRESTITE works:

The simplest demonstration of the PRESTITE principle is the Fill Cap shown at the left. A removable long-wearing "O" ring in the cap replaces the ordinary "thread and gasket" method of sealing. This "O" ring is present in all forms of PRESTITE connectors shown. It seals easily against the outside surface of the body. No tools are required. A *twist* puts it on—a *twist* takes it off. And threadless construction guarantees safe service year after year.

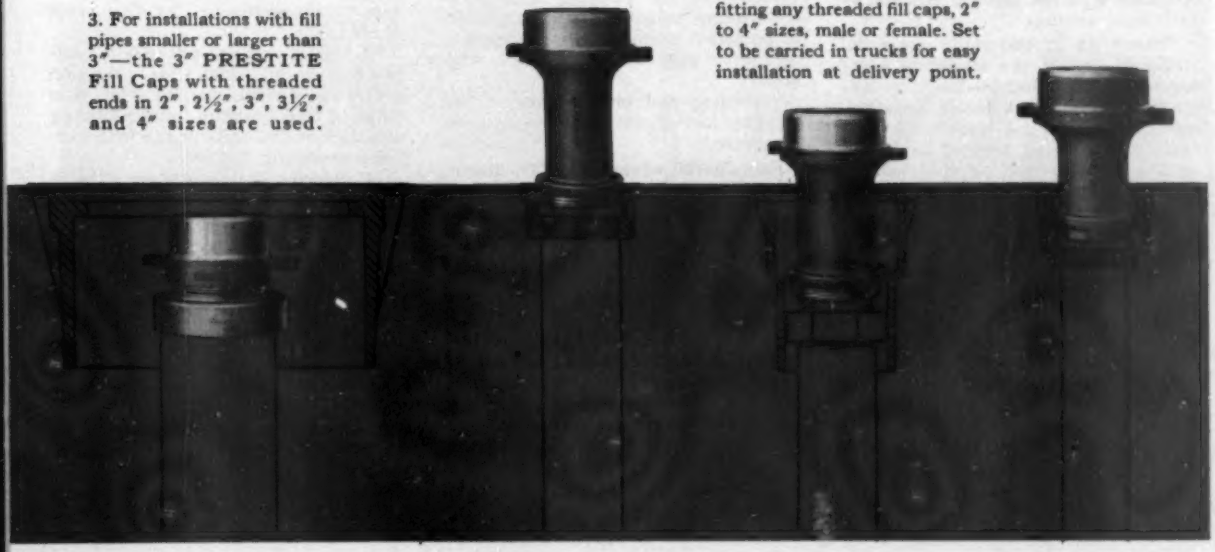
NEW

Buckeye

BUCKEYE IRON & BRASS WORKS, P. O. Box 883, Dayton 1, Ohio

3. For installations with fill pipes smaller or larger than 3"—the 3" PRESTITE Fill Caps with threaded ends in 2", 2½", 3", 3½", and 4" sizes are used.

4. For present fill box installations, PRESTITE adapters fitting any threaded fill caps, 2" to 4" sizes, male or female. Set to be carried in trucks for easy installation at delivery point.



BEFORE—Despite the added rubble of construction just begun, this station's attraction to the passing motorist obviously is below par

AFTER—Addition of porcelain enamel and brand identification both by sign and color scheme gives this same outlet the added oomph which catches the customer's eye

Porcelain Enamel Dress Gives Stations Brand Identification, Easy Maintenance

The clean modern lines and eye-appealing colors of architectural porcelain enamel are gaining acceptance by the motoring public, Edward Mackasek, managing director, the Porcelain Enamel Institute says. Evidence of this acceptance is borne out in reports of oil companies who have remodeled stations with porcelain enamel, with estimates of gallonage increases ranging up to 300%, he says.

The standard station building designs and colors and standardized signs make it easy for the motorist to identify his brand. The well-groomed look of porcelain enameled stations also produces the impression of quick, efficient service, Mr. Mackasek says, adding:

"The head of the retail sales division of one of the major oil companies judges that today the average motorist must decide upon the station he will use within 30 seconds. He is being pressed into this split-minute decision by the rush of traffic on all too crowded thoroughfares. Porcelain enamel, he states, is helping the motorist to make his decision with ease by creating in a glance the favorable impression which urges him to 'turn in.'

"In neighborhood locations, porcelain enameled stations are experiencing the same increased volume in business. The initial impression that created acceptance requires only good service to maintain leadership.

"An important factor is that the new look of porcelain enamel, which connotes to the public, fast service and clean restrooms, is just as new 20 years later as it is on the opening day."

Signs—Service station signs of all types also are made of porcelain enamel, including single or double sided flat signs, sign faces used for neon or other electrified signs and the entire body of the electric sign, Mr. Mackasek says.

Sign lettering may be applied to the building panels during manufacture and fired integrally with the porcelain enameled surface. Individual porcelain enameled sign letters also are furnished for attachment to the building either with adhesives or mechanical fasteners, or channel type letters which are channel-mounted or otherwise mechanically attached to the building. Any style of lettering or color can be produced in porcelain enamel signs or sign letters, according to Mr. Mackasek, who adds:

"Cleaning and maintenance of the building and signs is simple and inexpensive."

Among the advantages Mr. Mackasek lists for porcelain enamel are:

1. It offers a permanent and relatively inexpensive means of improving the appearance of a service station to a degree that it wins attention when competing with other stations.

2. A standardized, visible brand identification is achieved with porcelain enamel buildings and signs, and this can be carried out uniformly throughout hundreds of installations.

3. In new construction, porcelain enamel eliminates some of the finishing costs required with frame, stucco or masonry.

4. In remodeling, porcelain enamel is an ideal answer to getting the job done with least delay of regular business as it can be accomplished while the rest of the building alterations are being made. In some cases, as little as three weeks total time has seen a building remodeled.

5. Because porcelain enamel is erected in panels, it is a simple matter to replace a panel should it be damaged. Matching replacement panels are available.

6. In new buildings construction time is reduced because the basic construction and the enamel production are scheduled to coincide. Erection of the porcelain enamel, once delivered to the job site, is a matter of a few days.

Watch for These—Mr. Mackasek warns that there are some things to look for in purchasing porcelain enamel. They are:

"1. Be sure to specify acid-resisting porcelain enamel, the equivalent of specifications recommended by the Porcelain Enamel Institute, to assure a completely weather-proof grade.

"2. Insist upon chemically rot-proofed wood furring or corrosion protected metal furring if your building codes require metal. Furring attachment should be made with corrosion-resisting fasteners.

"3. Specify stainless steel attachment clips on the porcelain enamel and attachment with brass or aluminum screws.

"4. Be sure a porcelain enameled coping is supplied with the building to assure protection at the roof line.

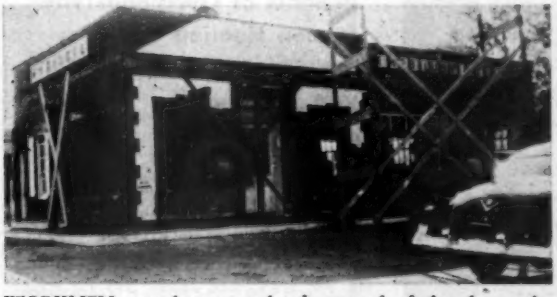
"5. Have a porcelain enamel specialist do the erection to assure a top quality installation."

Mr. Mackasek says the Porcelain Enamel Institute, 1010 Vermont Ave., N.W., Washington 5, D. C., is ready to furnish information relative to the nature and uses of architectural porcelain enamel and a list of procedures for this product in any particular area of the country.

Old Station Gets That 'New Look'

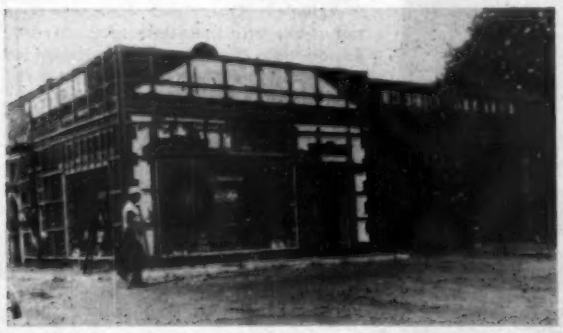
OUT-DATED stations are at somewhat of a disadvantage in today's increasingly competitive market. The first step in remodeling with porcelain enamel is to determine the requirements for alteration, take accurate measurements, and establish dimensions that will exist after altering

ACTUAL ALTERATION begins with the removal of the stone coping, squaring of the brick parapet, and removal of the wood pediment. Because fabrication is performed at the factory rather than the job site, preparation of the steel for porcelain enamel already is underway



WORKMEN now have completed removal of the show windows, lowered the bulkheads, shored up the office corner with underpinning through the masonry above the lintels, and installed the subfurring above the overhead doors. A wooden plate has also been set atop the coping to receive enamel

AT THIS STAGE remodelers have moved the office doorway, installed new lintels above the display windows, built a new pier, and installed wood framing for a new display window. The first portion of the pressure-treated furring, on which the porcelain enamel will be erected can be seen in the upper right



GLASS is now in place and the door is hung. Also, the balance of the building has been prepared with furring strips for the porcelain enamel. Meanwhile, at the factory, fabrication and enameling of the panels have been completed

THE NEW "LOOK" can be seen here. The job was finished without unnecessary expense or delay because the completed porcelain enamel panels were on the job site the day the furring was completed

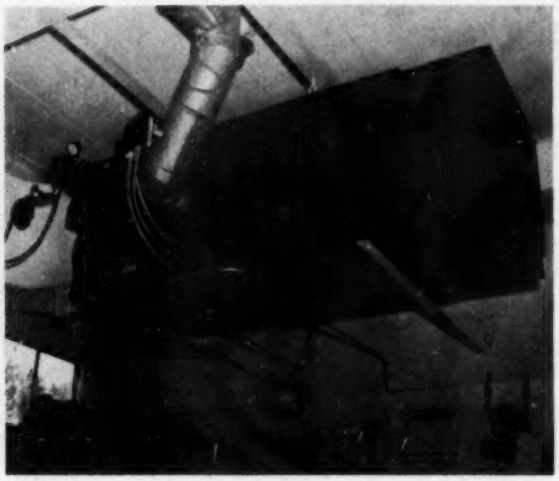
The photographs of this page show how architectural porcelain enamel can be used to bring a modern appearance to older stations when buildings are still strong.

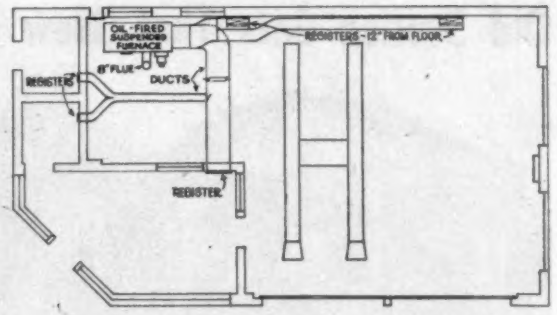
For remodeling, as for new construction, architectural porcelain enamel can make undisputed claim to the title of "number one service station material," according to the Erie Enameling Co., Erie, Pa., which furnished these step-by-step photos showing remodeling procedure.

Such characteristics as corrosion resistance, cleanability, and sales-building appearance make porcelain enamel suited for station use both as to customer appeal and long range service, the company says.

Ease of erection and economies resulting from mass production of porcelain enamel steel panels aid considerably in offsetting today's high construction costs, the company says.

As illustrated, the panels can be installed directly over existing walls, with relatively little wall preparation.





OIL-FIRED suspended furnace designed by Perfection Stove for stations

DIAGRAM shows ducts and placement of registers with overhead heater

Low-Level Heat Urged For Lubrication Bays

The Perfection Stove Co., Cleveland, Ohio, recommends the use of a suspended, oil-fired furnace to heat service stations.

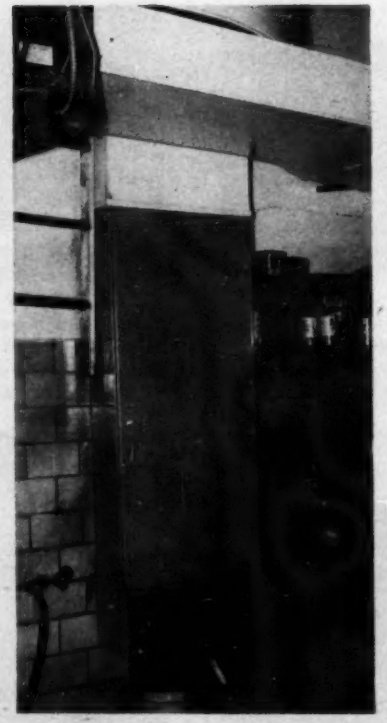
In addition, A. B. MacLaren, sales manager of the furnace division, says that the ducts should extend down to a register about 12" from the floor in the lube bays. This provides low-level heat and keeps the worker's feet and legs warm without making the room temperature too hot for comfortable working conditions.

Perfection says that with the low-level heating a smaller furnace can do the same work as a large one in a high-level heating installation which has no registers near the floor.

The company recommends its Superfex oil-fired suspended furnace—either Model 550 which delivers 200,000 Btu at bonnet or Model 540 which delivers 125,000-150,000 Btu at bonnet.

Perfection lists as the advantages of this suspended furnace: saves floor space; reduces cost of installation; uses inexpensive fuel oil (straight-run, cat-cracked, or thermally-cracked); completely automatic; combustion unit is made of corrosion-resistant stainless steel; safety controls prevent overheating and flooding; three large radiators squeeze maximum heat from the fuel; the burner and controls can be installed on either side of the casings; efficient filters assure clean air.

Perfection Stove says that 8 to 10 gals. of fuel oil daily, when outside temperature is 20°, will heat a 15,000 to 30,000 gal. station with the low-level installation which provides warm floor heat. About 50% more fuel oil is required for high level heating, company says.



LOW LEVEL heating of lubritoriums is accomplished with an overhead heater by bringing the ducts down the wall and placing a register about 12" from floor

Cost of a suspended furnace for stations runs between $800 and $1000 for a high-level setup and about $100 more for the low level which the company recommends.

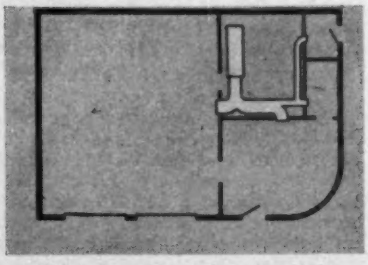
Benefits of Overhead-Type Station Heating Cited

Forced warm air heating for stations has proven to be the most efficient from an operating cost standpoint, W. R. Lacey, general manager of OverHead Heaters, Inc., Detroit, says.

The company believes that a suspended heating unit has three advantages: no floor space is used; no boiler or furnace room with chimney is required; and there are no radiation losses—any heat radiated from the unit goes into the space to be heated. High velocity distribution of the heated air reduces expensive duct work or distribution system to a minimum.

Athough OverHead Heaters does not make any installations itself, Mr. Lacey says that the complete cost of his company's Shafconaire system installed—including the oil-fired unit, duct work, electric and oil line connections, and the stack or vent—will run about $6 to $7 per 1,000 Btu requirement. This compares to $1.45 to $1.70 per square foot of steam radiation and represents less than half the cost of a steam system installed with radiation, boiler, boiler room and chimney.

The cost of the company's Shaf-



OVERHEAD furnace layout for stations

conaire heating system—or any other heating system—in an average two-bay station varies because of the varying heating requirements due to outside temperature conditions in the locality. However, the company has found that an average two-bay station, in a zone where the low outside temperature is 0°, can have the Shafconaire installed for a little less than $1,000.

The company says the forced warm air overhead heating system is the most satisfactory system, providing long life and freedom from service at lowest installed cost. In addition, company says, fuel bills are the lowest that can be obtained with any automatic heating system.

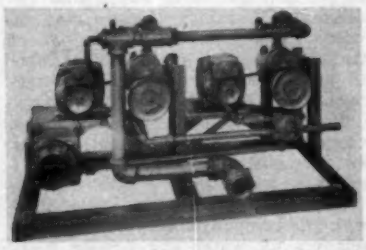
Glass—The Silent Salesman

An "open front" appearance is being imparted to service station design to invite the motorist to go inside and view the TBA items while his car is being serviced.

Pittsburgh Plate Glass Co. says this design trend is in line with a general one for more open store fronts favored by many architects, the company says.

The open appearance is gained by the use of large expanses of glass, not only in the display room but also in the overhead doors which have glass panels throughout instead of wood.

Pittsburgh Plate says its Carrara structural glass for station exteriors is easy to clean and retains its sparkling appearance. This glass also is being used for restrooms. More full-length door mirrors are being installed in restrooms now, the company says.



DUAL remote pumping unit by Bowser

Dual Remote Control Pump

A new dual remote control pumping unit for stations is about to be introduced by Bowser, Inc., Fort Wayne, Ind. This unit, which is used to supply the remote control pedestal on the island, is necessary when suction lines are exceptionally long, where lifts are high or in installations where the gasoline contains light ends, the company says.

In past use, the pump pedestal was either supplied from an individual

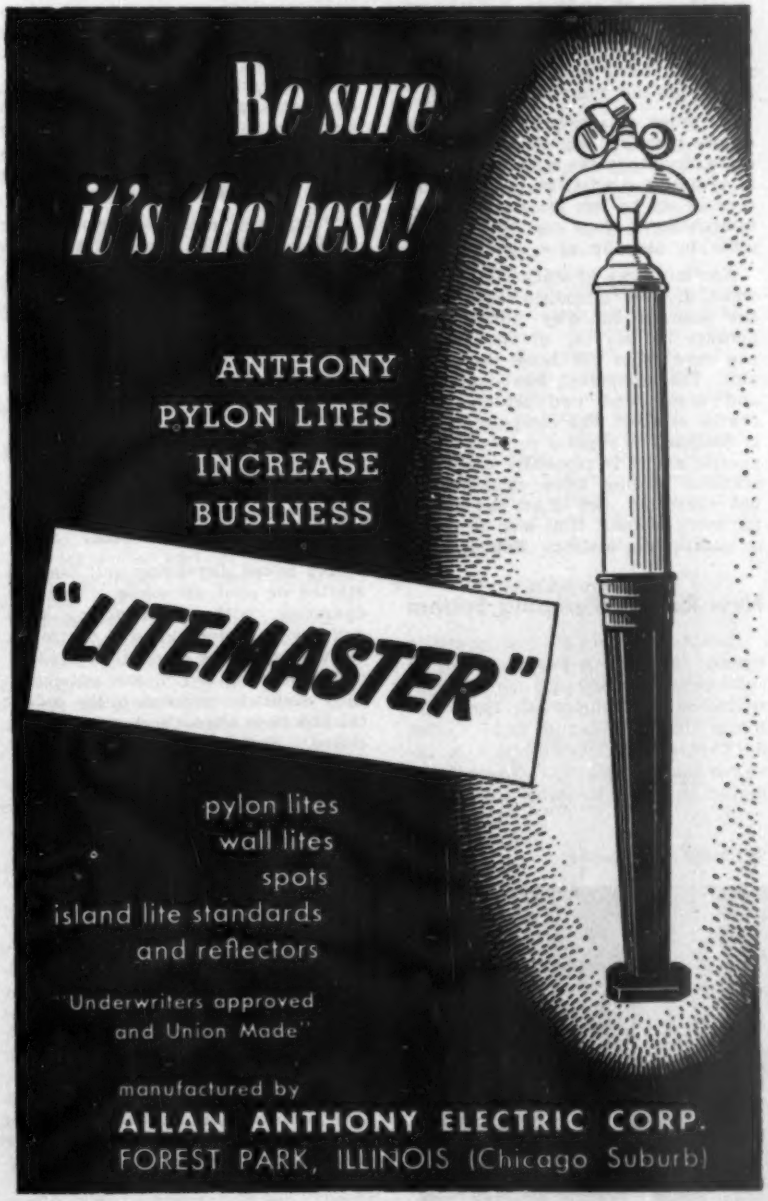
DOES EXPERIENCE COUNT?

SOMETHING BRAND NEW IN STATION LIGHTING

IT'S REVOLUTIONARY!

WILL BE ANNOUNCED SHORTLY

ALLAN ANTHONY ELECTRIC CORPORATION
FOREST PARK, ILLINOIS



pumping unit or one of larger size was connected to two, three or more pedestals. In the latter case, a much larger motor was required, Bowser says, and consequently the power consumption was higher even though only one pedestal was in operation.

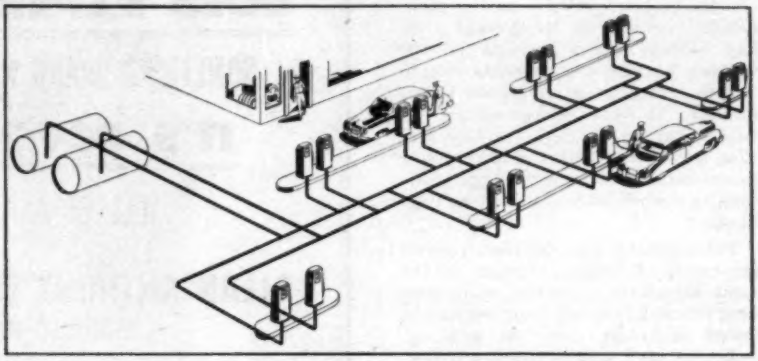
The new dual pumping system is, as its name implies, two pumping systems interconnected electrically and equipped with individual suction lines but with one common discharge line. In use, the operation is as follows: when the switch of the one or two pedestals is turned on, one of the pumping units starts and supplies fuel to one or both pedestals. However, if it should happen that the one third pedestal is turned on, the other pumping unit cuts in. The dual unit is designed to serve four or five pedestals, with up to two pedestals, being supplied by the one section of the pumping unit.

In order to prevent undue wear on one pumping unit by having it operate more than the other, the system is so designed that the pumping unit serving up to two pedestals can be interchanged from one unit to the other by the flip of a switch.

Another piece of station equipment which Bowser introduced recently is the Siamese Rol-Way pump which permits the serving of two cars at one time from the same dispensing unit. The equipment has one pump and motor and two separate discharge systems. The company says it is designed to replace present single pumps, and it is especially useful for stations needing more sales outlets but where the yard is not big enough for more islands. Unit also is useful in multi-pump stations, Bowser says.

New Remote-Pumping System

Remote service station pumping system featuring a pump and motor submerged in the tank has been introduced by Tokheim Oil Tank and Pump Co., Ft. Wayne, Ind. Called a "Central Service System," it involves the use of a central pump and motor unit which pushes fuel from storage tank to remotely located island dispensers.



LAYOUT of Tokheim's remote pumping system

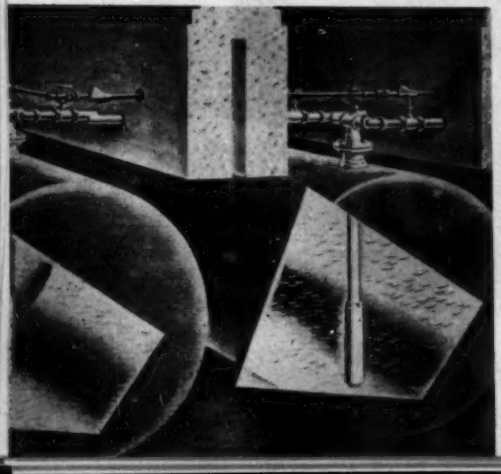
Manufacturer says new system eliminates need for individual island pumps with separate suction lines to each, as in conventional systems. One pump is designed to supply as many as six or eight island dispensers.

Pump and motor of system are submerged in the storage tank, one unit being required for each tank. Pump, with capacity of developing 28 lbs. pressure, has a delivery rate of 18 gals. per minute with one dispenser operating. When additional dispensers are operated off the same pump, rate is reduced slightly, company states.

Pump body, including motor, is only 18¼" long and 3½" in diameter. Three-quarter horsepower rated, 220 volt A. C. motor develops 3,450 R. P. M. and is lifetime lubricated.

Any island dispensing unit may be started or shut off while others are operating, without interfering with delivery. A hydraulic valve control in the pedestal gives finger-tip operation of the starting switch and automatically eliminates pressure in the pedestal and hose when the hose nozzle is closed. System contains a number of valves which keep the system fully primed at all times and relieves expansion due to atmospheric changes.

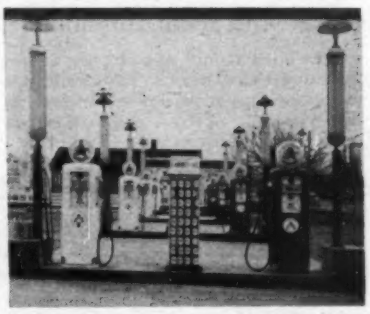
SUBMERGED pumping unit of Tokheim



Pumping System Cuts Upkeep

The Erie multi-pump system of dispensing gasoline at stations is the latest service station equipment contribution of Erie Meter Systems, Inc., Erie, Pa.

In this system the gasoline is pushed to the island dispensers by means of pumps located at the underground storage tanks. As to its advantages, the company says this system eliminates all suction problems since the product is pushed rather than pulled from the bottom of the underground tank. This is said to eliminate any danger of vapor lock or air in the lines.



REMOTE pumps by Erie Meter supply this multi-pump's dispensers with gasoline

Only one pump is normally used for each product marketed as this unit will handle three or more island dispensers.

Another advantage listed is that larger storage tanks capable of receiving full transport loads may be used. Tanks can be located out of traffic lanes, thus making it possible to refuel the station without interfering with sales.

Erie says the system means lower costs for original equipment, simple and less costly installations, and lower maintenance costs.

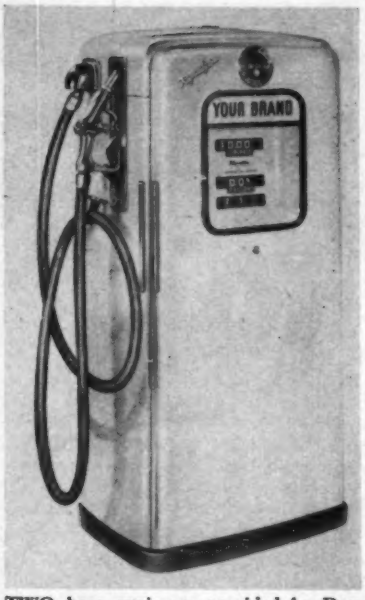
The system is sold in conjunction with the company's dehydrator which removes all water and foreign matter from the product before it reaches the meter, thus further reducing maintenance costs, Erie says.

The dehydrator also improves the performance of customers' cars by assuring delivery of dry, clean gasoline, the company says.

Offers Two Hose Retrievers

Two types of hose control are available on the latest Series 1500 computing gasoline pumps developed by the Dayton Pump and Manufacturing Co., Dayton, Ohio.

One model has an outside hose re-



TWO hose retrievers provided by Dayton Pump

triever which consists of a nylon cable hose retriever. This feature consists of a nylon-covered cable which runs on grooved pulleys concealed inside the pump. A weight keeps it taut at all times. A car-serving range of 11½′ is provided.

The other model has an inside retractable hose and provides a serving range of 13′. This mechanism retracts the hose inside the pump housing when it is not in use.

Both models have improved vision dials and several features to make the pumps easier to maintain.

AD FLASHES on Gilbarco pump

Pump Features Sales Aid

The Gilbarco Sell-A-Vision pump is the newest major piece of service station equipment which Gilbert & Barker Manufacturing Co., West Springfield, Mass., has developed.

This pump features continuous moving messages in the upper part of the unit which can be utilized to sell any of the products or services a gasoline station offers. The message may be changed easily when desired.

The company says the advantage of this new pump is that it provides a merchandising device located at the point where the majority of station sales are made—the pump island.

What to Expect in Uniforms

The modern fall uniform for service station attendants will be made of 100% wool, acid resistant and wrinkle proof, Lion Uniform Co., Dayton, Ohio, says. Wool uniforms also will hold their crease and provide the best in appearance, the company adds.

For lightweight summer wear and where weather is very hot, cotton uniforms are favored. Such outfits have the added feature of being inexpensive. Lion says all its cotton materials are sanforized and vat dyed so they do not fade.

Regarding the use of synthetic materials in service station uniforms, the company says there is one objection in that they will not stand cleaning in hot water, nor pressing at a high temperature. Company adds, since it is difficult to control the washing and cleaning in many parts of the country, they are not ready for general use yet despite the fact that they may may be entirely acid proof.

A new development in the field of uniforms will be styling with new fabrics and the use of printed trademarks on the garments to facilitate easy identification and to give a distinctive appearance to the station attendant, Lion says.

Uniforms for Station Men

The big problem in regard to service station uniforms is part of the still larger one of station cleanliness, Unitog Co., Kansas City, Mo., says. It is a matter of educating employes on the value of personal neatness and cleanliness and of identifying themselves with the brand of products they sell.

Unitog says it is not so much a matter of what "style" of uniform the men are to wear, but rather one of getting them into any uniform at all, and of teaching them to wear the uniform in such a way that it will do the job it is intended to do.

Education regarding the importance of standard uniforms in the sales picture should stem from top management. Such a program requires constant attention and enthusiasm all the way down the chain of command.

One outstanding factor that must be kept in mind—but often overlooked—is that the men who wear the uniforms are the ones who foot the bills for them, according to Unitog. Therefore, the men must be offered a really fine uniform for their money—not one that will just "pass" but one that will really please them.

Unitog says top concerns of a man buying a uniform are cost, wearing qualities, good fit, good delivery service, color-fast and non-shrinking qualities. Men also want to know whether the uniform will show dirt easily, will customers kid him about the colors, and is the garment guaranteed.

Cotton continues to be the most predominant type of fabric used in station uniforms, the company says, and specially dyed and woven "trademark" cotton fabrics have proven successful.

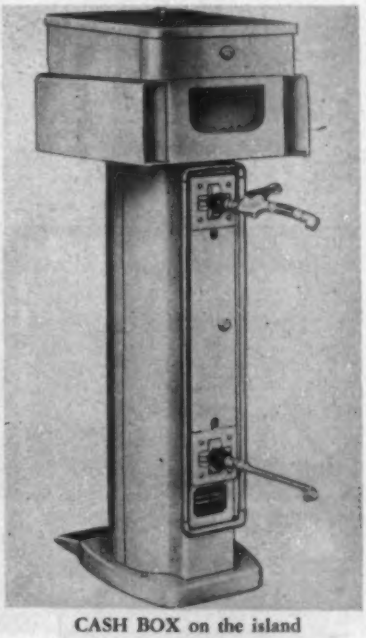
For winter uniforms, Unitog says it has been testing several synthetic and part synthetic winter fabrics for use in pants, jackets, and caps, and expects to announce them in August. These fabrics are said to have been tested for tensile and bursting strength, color and heat retention, wrinkle resistance, abrasion resistance, and water repellency.

Island Fixture Has Many Uses

The "Islander" is the most recent contribution in the field of modern servicing equipment for stations made by Bennett Pump Division of John Wood Co., Muskegon, Mich.

This unit is an air-water dispenser designed for pump island service. It has a 26′ automatic retraction water reel, as well as a 25′ automatic air hose reel. Both are housed in a single, slender above-ground column. In addition to this, various models of this unit are equipped with the company's ECO Tireflator, cash box-utility desk, "air-water sign, incandescent light standard or fluorescent pylon light."

The company believes that the Islander improves station apperance and quality of service thereby creating good will and attracting business. By facilitating service, company says, it saves time and creates openings for TBA selling. It also simplifies the station's traffic problems and saves space on the island.



CASH BOX on the island

Special Service Tools Listed

A listing and description of several special service tools for quick service operations at stations is contained in a booklet published by Kent-Moore Organization, Inc., Detroit, Mich.

Covered in the folder are tension wrenches, automatic tire inflator, reverse flush gun kit, cooling system leak detector, brake bleeder and filler, and automatic transmission fluid changing tools.

The company also is printing individualized tool brochures for oil companies to give to their dealers. These brochures have the oil company name on the front cover. Inside, the folder lists and illustrates the tools necessary for servicing automatic transmissions at stations.

Services Automatics

An automatic transmission fluid dispenser for stations is portable. Made by K-P Manufacturing Co., Minneapolis, Minn., the unit can be used for changing and adding fluid to all Hydra-Matics, Dynaflows, Powerglides, Fordomatic, Merc-O-Matics, Ultramatics, etc.

The dispenser is designed to pump one quart per full stroke, and is calibrated for pints. The can has a capacity of five gallons. It is equipped with a 6' hose and a check valve to prevent dripping.

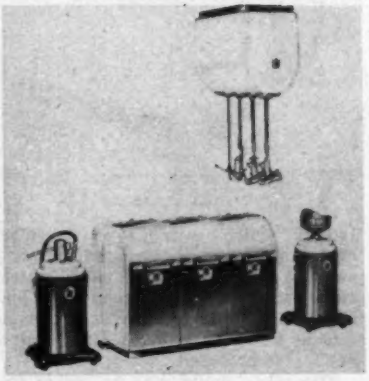
The can spout is sealed with a hycar seal on the flexible spout which prevents contamination, company says. It also has a fine filter screen fitted in the coupling near the outlet and end of the hose which can be cleaned or replaced if necessary.

The dispenser is light in weight and the pump handle locks to make it easy to pick up and carry. The unit also can be used for transmission changes on cars with fluid drive.

Lube Units Designed For Beauty, Utility

The Alemite division of Stewart-Warner Corp., Chicago, says it has designed its Alemiter for maximum beauty and utility yet it occupies a minimum of floor space.

This air-operated unit delivers lubricants from the original 100-lb. drums through tubing or pipe to service hose at the lift or pit. Among the advantages are listed: 27-month guarantee on all air motors; finger tip controls at the top of each pump shield to permit turning individual pumps "on" or "off" as desired, and also controls the "Camatic" air lift which permits clean, quick changing of drums. Pulling a knob raises the pump and shield. After changing the drum the knob is pushed to lower the assembly. Hose is furnished to make flexible air and lube line connections—no hose has to be disconnected to change drums.



LUBE UNITS designed by Alemite to save space. Company's transmission fluid dispenser is at top

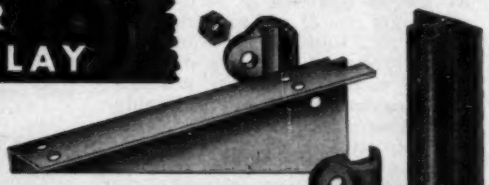
Sectionalized design of units is said to allow addition of pump and cabinet assemblies in the future since the identical pump cabinets have a white and gray baked enamel finish and chrome trim.

Alemite also has designed an automatic transmission pump which filters the fluid at point of delivery. The unit has a positive manual shut-off to eliminate drippage and prevent dirt from entering when pump is not in use. No special adaptors are needed. A flexible extension at the end fits any fill hole, company says. Air elimination is said to assure accurate delivery through a meter that registers in quarts. The dispenser fits the original 100-lb. drum of transmission fluid.

E-Z SHELVING FOR BETTER SALES DISPLAY

CLAMP BITES INTO STANDARD—WORKS ON VISE PRINCIPLE

● Built for the Petroleum Industry by a Petroleum Transport Manufacturer —that's "E-Z" SHELVING HARDWARE, which is "setting the style" in leading Service Stations wanting the finest DISPLAYS of merchandise.



USES EVERY INCH OF WALL SPACE FOR DISPLAY

"E-Z" Brackets and Standards work on "slide-rule" principle. Simply bolt standard to wall—disregarding level of floor. Insert bracket in slide-slot—bolt clamp bracket and lock to standard. Bracket digs into standard with weight of load. Clamp holds to standard like a vise. Adjustment by sliding up or down at pin-point variations. Makes solid displays. 12-gauge steel brackets in sizes 6" to 30". 14-gauge standards 33" to 96". Fits around windows, doors, pipes, etc. Handsomely finished. Very inexpensive. Cheap enough for storage. Rearrange entire loaded shelf in minutes. Write for FREE PLAN BOOK.

"IT'S OUT IN FRONT IN EYE APPEAL"

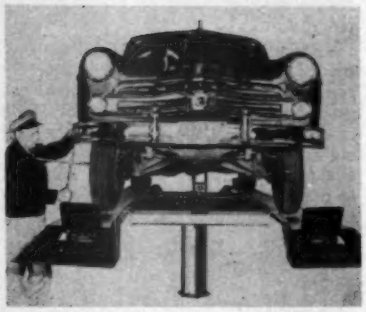
Illustration shows blank wall made into large display shelves in few hours.

Carries heavy, mass display, "E-Z" supports concealed.

WRITE FOR CATALOG—PRICES & INSTALLATION PLANS

Standard Steel Works

DEPT. NP4, NORTH KANSAS CITY, MISSOURI



LIFT BRIDGE aids servicing

Device Gives Lift Flexibility

The Rotary Lift Co., Memphis, Tenn., has designed a steel bridge known as the Lubridge. Its purpose is to permit one wheel or a pair of wheels to be jacked up while the car is on the lift.

Company says this enables lube men to perform any additional services such as repacking wheels, inspecting bearings, adjusting brakes, and applying skid chains. It is said to be ideal for relaxing spring suspension so that lubricants flow freely into fittings.

The Lubridge will fit any model Rotary Roll-On lift, as well as lifts of most other makes. The station's own floor jack can be used in conjunction with the unit.

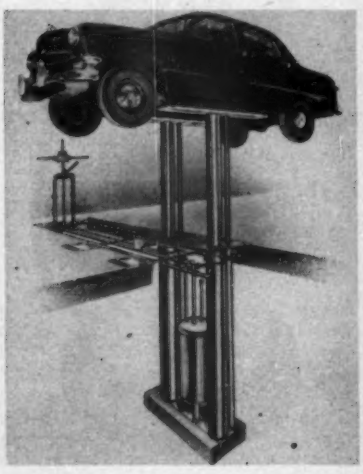
Develops Frame-Contact Hoist

Globe Hoist Co., Philadelphia, Pa., has developed a frame contact hoist for cars. Company says the outstanding advantage of the lift is that it lifts the car by means of the frame—not by the axles or wheels as in the case of the conventional "free wheel" or "roll on" type of hoist. The vehicle is supported on two parallel, flat contacting members mounted on top of dual hydraulic rams which are 42" apart. As a result, there is clear, unobstructed working space extending the entire length of the car. The mechanic can gain easy, quick access to all underside parts, company says.

Another advantage, according to Globe, is that with this method of lifting the car by its frame, front suspensions are relaxed, and the lubricant can penetrate to wear points.

The new Globe hoist has a small, compact superstructure which company says helps the station man keep it clean and neat. When in the "down" position, the flat contacting members offer virtually no floor obstruction, permitting full cross-travel over the hoist area.

Only one excavation is needed for the entire hoist. Rigid pipe connectings are used and a minimum of hydraulic piping is needed. Manifold pipe and fittings are supplied with the equipment.



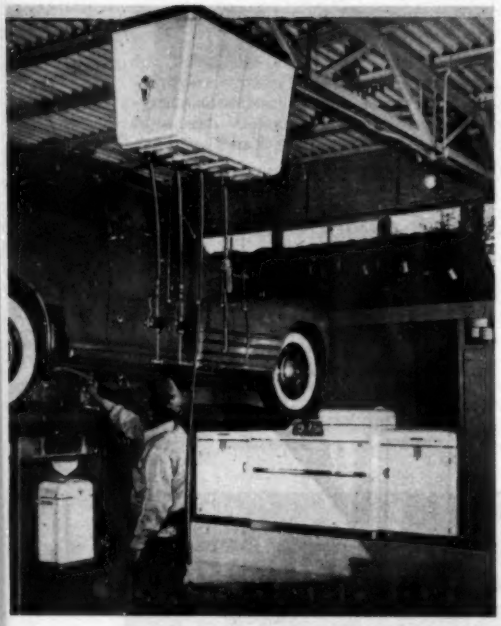
LIFTS CAR by the frame

Selecting Lube Equipment

"Style Engineered Lubrication Departments" is the title of a new booklet published by Lincoln Engineering Co., St. Louis, Mo.

This booklet describes the company's lubrication equipment and tells how to select the proper lubricating equipment. Specifically it tells

Announcing the NEW Guardian
Super Horizontal Fluorescent Continuous "T" Lights
For the finest in
Pump Island Lighting
Individual 4' or 8' fixtures, or continuous row combinations in multiples of 4' and 8' for any size island.
SERIES 6000
engineered for efficiency
designed for dependability
8'
complete unit
16'
continuous row unit
Listed by Underwriters' Laboratories, Inc. for Outdoor Operation
Write today for NEW 4-page Advance Data Sheet
Guardian Light Company
301 Lake Street • Oak Park, Illinois



LUBE layout by Lincoln Engineering

how to select the proper size container for a chassis lubricant. A check list to determine what services are to be performed in the lubrication department also is included.

Booklet describes equipment for complete lube departments in one-and two-lift stations. Heavy duty equipment for fleet lubritoriums also is described, as well as equipment for additional services such as a reel type dispensing unit for motor oil or automatic transmission fluid.

Final section of the booklet gives typical ceiling-type lube installation and also covers floor types.

Compressed Air Needs Rise

Some idea of the increase in service station requirements for compressed air is given by United States Air Compressor Co., Cleveland, Ohio. They also have a new compressor which may encourage added investment in this type of equipment.

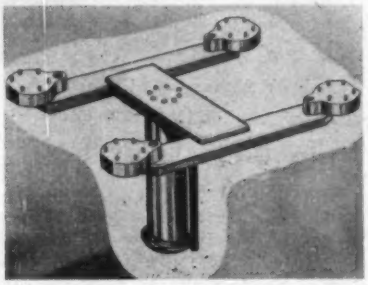
Up to 1940 about 80% of the company's sales were on compressors rated up to 1.5 h.p., with 20% in the 3 to 5 h.p. category. Today the reverse is true with 80% of company's sales in the 3 to 5 h.p. range and 20% on compressors up to 1.5 h.p.

Ten years ago, the company says, air was needed to fill tires and operate one lift in the average station. Today, beside tire requirements, air is needed for two lifts in some stations, a central lube system, air-operated tools, equipment, devices including tire changers, spark plug cleaners and other equipment.

U. S. Air suggests that service stations needing more air can obtain it economically by adding a base-mounted air compressor to the equipment it is now using. Investment is said to be much lower; possible problem of floor space is eliminated—and with two or more compressor units pumping directly into one tank the station will never be out of air. Diagram shown below indicates how U. S. Air recommends installing one or more of the company's compressors to supply extra compressed air. The units can be cut in or out according to air requirements.

U. S. Air has developed a frame-grip lift for station lube bays. This hoist as safety pads which turn to any position to provide a sure grip on the frame of any make of car. The pads have spring-mounted pins on the contact face which prevent the frame from slipping or shifting, company says.

Among advantages for the lift listed by the company are: it completely removes dead weight of body and engine, insuring the free flow of lubes into fittings; it leaves parts free and clear; it is easily installed and maintained, and easy to operate. The unit is available in full-hydraulic or semi-hydraulic models.



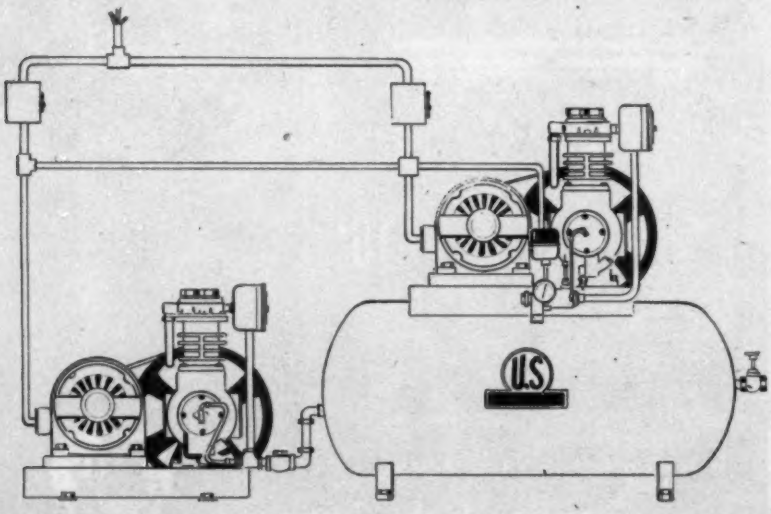
LIFT PADS hold car frame

Filters Transmission Fluid

A new hand operated volume pump has been designed by Balcrank, Inc., Cincinnati, Ohio, for dispensing automatic transmission fluid from 15-gal. drums.

A quart of fluid is delivered in eight strokes, company says, and the unit is specially designed for service station use. It has a dust-proof gasket on the drum cover, a special anti-drip tip (no dust can enter), a fine 40 mesh screen in handle, a woven wire flexible nozzle, 6½′ long and ½″ inside diameter hose.

The dispenser has a 16 qt. meter (totalizing meter available), and an air eliminator.



COMPRESSOR hookup provides more air economically. Diagram courtesy U. S. Air Compressor Co.

DISPENSES transmission fluid

SLOT FOR SIGNS is proved in this island light

Island Light Has Ad Space

The Philadelphia Electrical and Manufacturing Co., Philadelphia, Pa., has designed a new fluorescent light for service station pump islands.

This unit includes a built-in slot which takes any desired message lettered in any suitable clear plastic material.

The fixture comes in 4′, 8′ (shown in photo), 12′ and 16′ sizes. Each 4′ of length provides two slots for signs—one on each side.

Lights Easy to Install

WEATHER-PROOF seal on lights

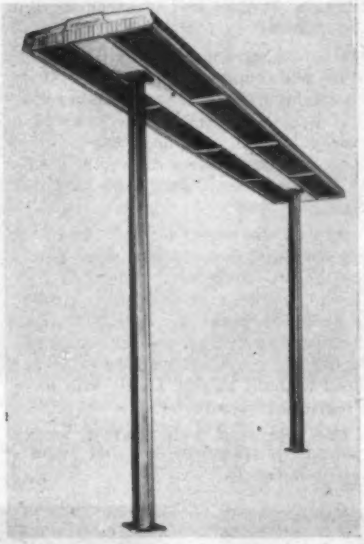
Two new lights have been designed for service stations by Steber Manufacturing Co., Broadview, Ill.

One is an elliptical open-type porcelain floodlight known as Series 2,500. It is designed for easy wiring and installation. The unit is easy to aim by virtue of an indicator scale in 5° graduations. A built-in stop permits return to original setting after servicing thus preserving the original light pattern. The light is available in diffuse or specular Alzak finish to increase light intensity at the center of the beam for "punch" lighting.

The unit is available for general service type PS, 300-1500 watt lamps; bi-post type T-24 for 750-1000 watts; mercury vapor type T-16, 400 watts.

The other unit is for a PAR-56 lamp of 100,000 candlepower, 300 watt sealed beam. It is suitable for general and pin-point lighting of stations and can be mounted in clusters. Its finned construction is said to assure cool operation, longer lamp life and maximum light output.

The company also makes a square, fluorescent post light for station islands which has room in the base for air and water outlets or for displaying a limited amount of TBA if desired.



CONTINUOUS "T" light by Guardian

Develops Island 'T' Lights

Guardian Light Co., Oak Park, Ill., has designed a new horizontal "T" light for service station islands. This is available in a small individual fixture or in units which can be made up as a continuous fixture in lengths of 4′, 8′ 12′, 16′, 20′ and 24′ or longer, as desired.

The continuous type fixtures are engineered for mounting on existing poles or on specially designed 9′ x 12′ high, tapered octagon standard with ⅜″ thick steel plate welded to top of standard for bolting to fixture. A special adaptor is designed to fit existing poles for mounting the lights.

INDIVIDUAL "T" lights designed by Guardian Light

Each fixture uses either four or six rows of fluorescent tubes. Provision is made for mounting spots on top of the fixture.

The individual "T" light fixture is 49½″ long and 24½″ deep.

Both types of fixtures are completely enclosed, weatherproofed and bug-proofed, company says, and their efficiency over a period of time—inasmuch as they are glass enclosed—is a definite advantage over the old fashioned open type unit whose reflectors become tarnished in a period of a few months and lose more than 50% of their lighting efficiency in that period of time, Guardian says.

The company also says that this new type of fluorescent lighting will produce about five times as much light as the old mushroom type fixture.

Hoist Light Aids Lubrication

A new fluorescent fixture is designed for use on drive-on, or free-wheeling, single post type hoists in service stations (the unit will not fit on twin-post type hoists).

Made by Paramount Industries, Inc., Flint, Mich., the fixtures are mounted along the inside edge of the hoist—one on each side in front and rear. A box is located on the ceiling of the lubritorium and an "S" type cord—that is, a heavy duty extension cord—is fed from this box. A female plug is attached to the end of this cord, then from one of the front fixtures a short cord of the same material is led and a male cap is fastened to it. When the hoist is raised, the two plugs mate, when it is lowered the two plugs separate and the lights go off.

The lights can only be used when the hoist is raised when installed in this manner, and such an installation is necessary to secure Underwriters' approval for a vapor-tight hoistlight.

FLUORESCENT light for lifts

If the lights were to be used below the four-foot level in a lubritorium, then the fixtures would have to be explosion proof.

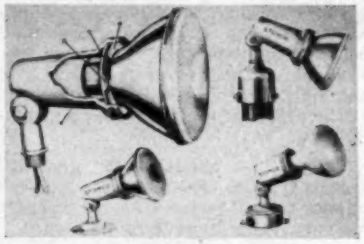
Paramount also makes a new horizontally-mounted fluorescent fixture for pump islands.

Post-Type Island Light

Allan Anthony Electric Corp., Forest Park, Ill., is featuring its vertical, post-type fluorescent light fixtures for service station pump islands.

These lights are mounted on octagon poles, as in the photograph, which shows an installation at a Chicago, Ill., multi-pump station operated by Alm Johnson at 93rd and Cicero Ave.

In addition to the fluorescent fixture which is used to light both the yard and the island area, additional illumination is obtained with the mushroom fixture on the top.



100,000 candlepower light

Lighting Advice Offered

A line of Cushion-Seal lamp holders has been designed by Stonco Electric Products Co., Elizabeth N. J. The company says these lamp holders can put the exact amount of light desired right where it is wanted. They can combine floodlights and spotlights in one or many small, compact assemblies.

Design and construction features are said to result in cooler and longer burning lamps, and assurance that the lighting system cannot rust out.

Holders are made of cast aluminum and each is equipped with a high-temperature, silicone rubber ring that grips the neck of the lamp in a perfect seal, company says. The holder accommodates either the PAR-38 or R-40 lamp, long or short, off center or true.

Stonco also says the facilities of its engineering department are available to oil marketers. They offer to solve problems concerning proper footcandle readings, light distribution, necessary wattage and complete lighting layouts. This service is offered without charge to all who have a legitimate use for it.

The company feels that it works to its benefit as one of a number of original lighting equipment manufacturers because the correct use of its own particular type of equipment creates a wider acceptance and demand for all such equipment.

Acknowledging that other lighting equipment companies also offer engineering services, Stonco feels that too few architects, contractors and distributors are aware of the free guidance that they can receive and too many of them are content to simply put up some form of lighting and let it go at that . . . with little or no thought to the quality of the illumination or the maintenance problems that will follow.

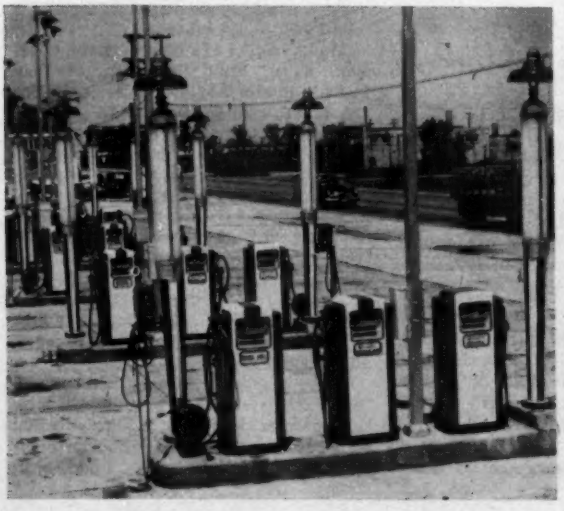
Plastic Signs Are Versatile

Plexiglas acrylic plastic is being widely used by oil companies for signs and letters identifying service stations, according to Rohm & Haas Co., Philadelphia.

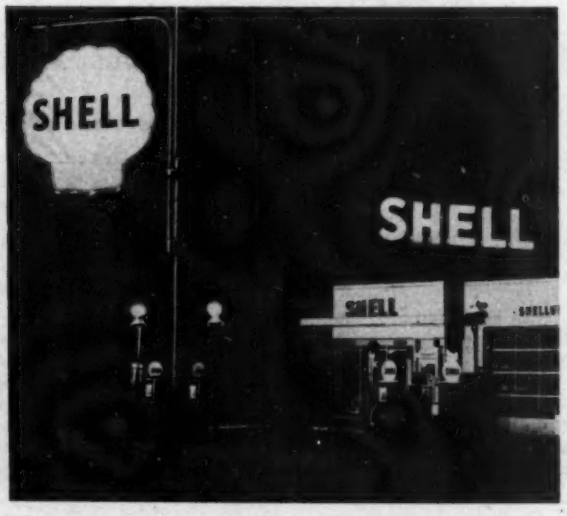
Advantages listed are: increased potency of identification and comparatively low costs for maintaining illuminated signs.

Plexiglas is well known for its use in transparent form for aircraft canopies, windows, and nose enclosures. In translucent form it combines outdoor durability, a high degree of resistance to breakage, and complete diffusion of light. Therefore, it is possible to use the material for faces of exterior signs, place all lighting components inside a sign, and obtain a luminous face area at night, maintaining the same shape and color values as in the daytime. This luminous face area is said to provide better legibility and long distance visibility than signs lighted indirectly by reflection from floodlights.

FLUORESCENT post lights for the island



PLASTIC SIGNS have built-in lights



ABOUT OIL PEOPLE

Mr. Collacott

A. A. Stambaugh, chairman of the board, Standard Oil (Ohio) has a new assistant. He is **Robert H. Collacott**, who has been manager of the company's marketing research department since August, 1949.

Mr. Collacott will have special responsibilities in the field of economics, while **Upshur Evans** will continue as the chairman's administrative assistant.

Mr. Collacott was born in Painesville, Ohio, which was founded by his great grandfather General Paine. He is a graduate of Cornell University class of 1919, and a Navy veteran of World War I.

Starting out in the credit department of Sohio, Mr. Collacott became station examiner of the Toledo division in 1923. He subsequently became manager of service stations in Cleveland and Toledo, field manager in Fremont, and division manager at Akron.

During World War II, he served as chief of the price section of OPA's petroleum products division.

* * *

W. J. Stebler has been elected executive vice president of General American Transportation Corp., Chicago.

* * *

Mr. Britton

After front line duty in Korea, **J. J. Britton** is back in Montgomery, Ala., and has taken up his old job as executive secretary of the Alabama Petroleum Industries Committee.

Mr. Britton has been on military leave since Jan. 3, 1951, and served as a first lieutenant, Army. He had previously served three years in the Army during World War II.

He became secretary of the Alabama PIC in April, 1950, and prior to that held sales and executive positions with the Interstate Oil Co., Montgomery, which was founded by his father, W. B. Britton, Sr.

He attended the University of Alabama and received his law degree from Jones Law School, Montgomery.

Fred F. Sweeton has resigned as vice president of Royal Petroleum Corp., New York, to establish an oil department in the firm of Robert T. Jones, Inc., tanker brokers at 50 Broad Street, New York.

Mr. Sweeton

Mr. Sweeton has been in the petroleum industry since he graduated from Franklin and Marshall College in 1930 and went to work for Standard of New York in Buffalo.

During World War II, he served with PAW and with the United States Navy Petroleum Pool at Philadelphia.

* * *

R. A. Forsman has moved from Cushing, Okla., to Tulsa where he has taken over his new duties as sales engineer for Deep Rock's jobber sales department.

Mr. Forsman was formerly with the company's refinery in Cushing.

* * *

Oils, Inc., and Oil States Petroleum Co. are not and never have been affiliated as was stated in the July 2 NPN. The two companies are entirely separate. Officers of Oils, Inc., are **Clarence R. Smith**, president and treasurer; **H. T. Smith**, vice president; and **Albin W. Smith**, secretary.

RETIRING CHAIRMAN of the Colorado PIC, L. L. Leabo, vice president, Bay Petroleum, congratulates two new PIC officers. Left to right, G. R. Dunehoo division manager, Skelly Oil, new chairman; Mr. Leabo; and J. R. Owen, division manager, Carter Oil, newly-elected vice chairman

NEW MEXICO Petroleum Industries Committee elected new officers at a recent meeting in Albuquerque. Left to right, executive secretary Fred Linn; chairman R. A. Gaskins, Continental Oil; vice chairman A. E. Martin, Texaco, all of Albuquerque; and treasurer C. A. Copple of Roswell

COMING MEETINGS

AUGUST

Western Petroleum Refiners Assn., regional meeting, Sheraton-Cadillac Hotel, Detroit, Aug. 7-8.

Society of Automotive Engineers, national West Coast meeting, Fairmont Hotel, San Francisco, Aug. 11-13.

The Petroleum Marketers Assn. of Texas, annual convention, Baker Hotel, Mineral Wells, Texas, Aug. 17-19.

National Congress of Petroleum Retailers, sixth annual session, Carter Hotel, Cleveland, O., Aug. 19-22.

Kentucky Petroleum Marketers Assn., fall outing and annual golf tournament, Kenlake Hotel, Kentucky Lake, Ky., Aug. 20-21.

SEPTEMBER

North Carolina Oil Jobbers Assn., fall convention, Mayview Manor, Blowing Rock, N. C., Sept. 4-7.

Alabama Petroleum Jobbers Assn., Inc., annual convention, Whitley Hotel, Montgomery, Ala., Sept. 5.

Michigan Petroleum Assn., annual fall convention, Grand Hotel, Mackinac Island, Mich., Sept. 5-6.

American Society of Lubrication Engineers, Symposium on Fundamentals of Friction and Lubrication in Engineering, Hotel Sherman, Chicago, Sept. 8-11.

Oil Industry Information Committee, The Traymore, Atlantic City, Sept. 9-11.

Society of Automotive Engineers, tractor meeting, Schroeder Hotel, Milwaukee, Wis., Sept. 9-11.

American Petroleum Institute, Division of Marketing, Lubrication Committee, The Traymore, Atlantic City, Sept. 10.

National Petroleum Assn., 50th annual meeting, Traymore Hotel, Atlantic City, Sept. 10-12.

Desk and Derrick Club, national convention, Shamrock Hotel, Houston, Sept. 12-13.

Ohio Petroleum Marketers Assn., Inc., fall conference and golf tournament, Commodore Perry Hotel, Toledo, Ohio, Sept. 16-17.

Canadian Oil Industry TBA convention, Royal York Hotel, Toronto, Ontario, Sept. 25.

Western Petroleum Refiners Assn., regional meeting, Rocky Mountain Area, Henning Hotel, Casper, Wyo., Sept. 25-26.

Independent Oil Compounders Assn., 5th annual meeting, Edgewater Beach Hotel, Chicago, Ill., Sept. 25-26.

Empire State Petroleum Assn., Lake Placid Club, Lake Placid, N. Y., Sept. 29-Oct. 1.

OCTOBER

National Dixie Distributors, Statler Hotel, St. Louis, Oct. 3-4.

National Assn. of Oil Equipment Jobbers, second annual meeting, The Neil House, Columbus, Ohio, Oct. 6-8.

Indiana Independent Petroleum Assn., Severin Hotel, Indianapolis, Ind., Oct. 8-9.

California Natural Gasoline Assn., Ambassador Hotel, Los Angeles, Oct. 9-10.

American Petroleum Credit Assn., La Salle Hotel, Chicago, Oct. 12-15.

Oil Progress Week, Oct. 12-18.

Western Petroleum Refiners Assn., regional technical and industrial relations meeting, Garrett Hotel, El Dorado, Ark., Oct. 16-17.

South Dakota Independent Oil Men's Assn., Alex Johnson Hotel, Rapid City, S. D., Oct. 20-21.

Packaging Institute, annual forum, Hotel Commodore, New York, Oct. 20-22.

National Safety Council, 40th National Safety Congress and Exposition, Conrad Hilton Hotel, Chicago, Oct. 20-24.

Society of Automotive Engineers, national transportation meeting, Hotel William Penn, Pittsburgh, Oct. 22-24.

Virginia Petroleum Jobbers Assn., Chamberlin Hotel, Old Point Comfort, Va., Oct. 23.

Assn. of American Battery Mfrs., Palmer House, Chicago, Oct. 23-25.

Independent Petroleum Assn. of America, annual meeting, Skirvin Hotel, Oklahoma City, Okla., Oct. 24-25.

Pennsylvania Petroleum Assn., 7th annual meeting, Pocono Manor Inn, Pocono Manor, Pa., Oct. 26-28.

NOVEMBER

Society of Automotive Engineers, Diesel engine meeting, Chase Hotel, St. Louis, Nov. 3-4.

Society of Automotive Engineers, national fuels and lubricants meeting, Mayo Hotel, Tulsa, Nov. 6-7.

National Oil Jobbers Council, annual meeting, Congress Hotel, Chicago, Nov. 8-10.

Oil Industry Information Committee, Conrad Hilton Hotel, Chicago, Nov. 8-13.

American Petroleum Institute, annual meeting, Conrad Hilton Hotel and Palmer House, Chicago, Nov. 10-13.

SHIRT SLEEVE SESSION — Mapping out activities of the East Texas OIIC, are left to right, seated, chairman R. M. Stephens, Humble Oil; area chairman F. A. Schell, Jr., Stanolind, standing, H. W. Love, Magnolia dealer and area vice chairman H. M. Telford, Sinclair. The meeting took place at Kilgore

Mr. Taylor

Matthew A. Taylor has been promoted from assistant manager of the eastern sales region to the post of manager of sales operations for Ethyl Corp.

Also at Ethyl, **Donald S. Flynn** and **George P. Rosser**, account representatives, have been named assistant managers of the eastern region. Mr. Flynn will be located in New York and Mr. Rosser in Pittsburgh.

William K. McCulloch has been promoted to assistant manager of the advertising and sales promotion department and **Donald J. Chapman** has been made sales promotion manager.

Under the re-organization of the advertising and sales promotion department, of which **Russell B. Weston** is manager, **Frank A. Howard, Jr.** will be in charge of advertising and **Edwin J. Enoch, Jr.** will continue as head of advertising and sales promotion production.

Another change at Ethyl is the creation of district managerships in place of resident managerships. Appointments to district managers are:

Eastern region: **Roy L. Goltz**, New York; **Robert W. Richardson**, Philadelphia.

Central region: **Harry A. Mack**, Dayton; **George W. Rose**, Chicago; **Robert R. Mead**, Kansas City, Mo.

Southern region: **Leonard L. Huxtable**, Tulsa; **Russell Schell**, Dallas; **J. O. Balzer**, Houston; **Alan C. Tully**, Baton Rouge.

Western region: **Monroe F. Weill**, Los Angeles; **William H. Sievert**, San Francisco; **John S. Cole**, Salt Lake City.

In addition, **Gelston Howell**, account representative in Western Pennsylvania has been transferred to the New York office of the Eastern region.

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